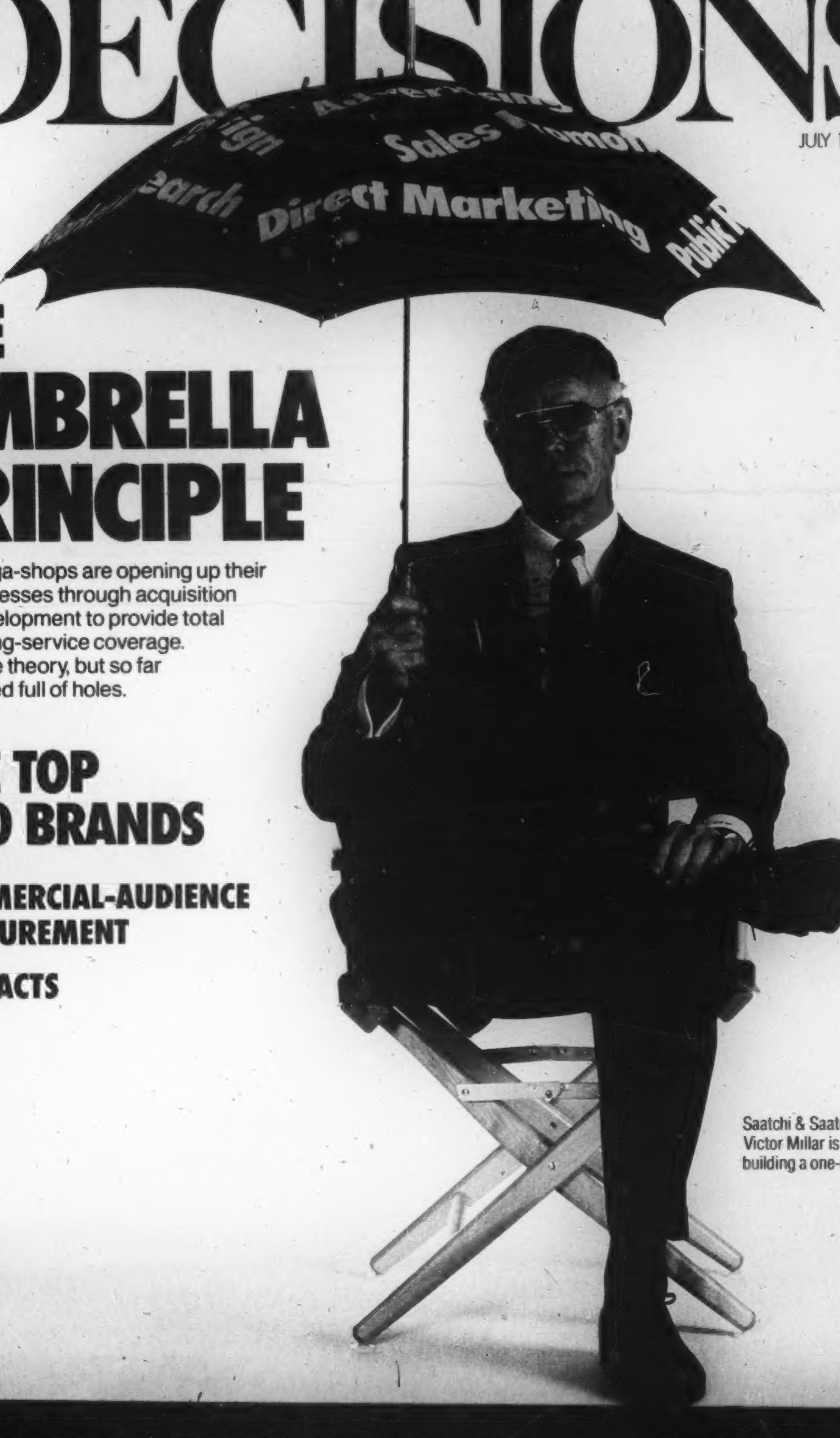
C2950-3
8/30/88

MARKETING & MEDIA DECISIONS

JULY 1988 • $4.00



THE UMBRELLA PRINCIPLE

The mega-shops are opening up their ad businesses through acquisition and development to provide total marketing-service coverage. It's a nice theory, but so far it's proved full of holes.

THE TOP 200 BRANDS

- COMMERCIAL-AUDIENCE MEASUREMENT
- FAX FACTS

Saatchi & Saatchi's Victor Millar is building a one-stop shop.

MARKETING & MEDIA DECISIONS

COVER STORY

THE UMBRELLA PRINCIPLE 118

The reasons behind the many specialized additions to agencies' corporate families range from clients' needs to the shops' own bottom lines. A look at the promise and the problems of the cover-all agency.

FEATURES

SPOTTING THE SPOT-WATCHERS
30

Technology and hot competition among research firms are helping speed the arrival of commercial-audience ratings systems. While they may put a new spin on the tv-buying business, the numbers they produce could cause your computer to flip its disks.

MEDIA AND THE VIDEO ADS 39

The development of video cassettes as an ad medium is happening with little media-department involvement — at least so far. The departments are still trying to figure where they fit in the picture.

JUST THE FAX, PLEASE 127

The boom is on for facsimile machines, those handy devices that send copies of just about anything via the telephone lines. What's going to happen when they start *promoting* these things?

THE TOP 200

THE TOP BRANDS OF 1987 45

For the seventeenth year, *Decisions* presents the top-spending products and services, as determined from a deluge of data from a variety of sources. This year, each brand is broken down by investments in ten major media, including, for the first time, national syndication. Accompanying the numbers for each entry is a who's who of those with buying authority at both the brand parent and the principal agency or agencies.

The top ten advertising categories, along with the top five parent companies in each, begins on page 47. Following this, on page 50, is an alphabetical index to this year's entries by rank, and on page 57, the individual listings begin. Over one quarter of 1987's Top 200 are new to the ranking. Together, the Top 200 spent some $7.2 billion in media in 1987. Here's your key to this exclusive club.

DEPARTMENTS

PRO FILES 4

Wager will be driving Toyota's new upscale effort, the Lexus; Volpe dives into a smaller pond; and Dan Zucchi's 18 years with Time lead him to a new publisher's desk — at Hearst's *Redbook*.

LETTERS 14

Business-to-business backtalk from an "As They See It," two cable buyers bring us up to date, credit where due, a planogram system for all users and from *Zero* to *Zelo*.

PRINT BEAT 17

Hearst's *Victoria* . . . Newspaper's marketing map . . . *McCall's* gets a "Silver" lining . . . Fluke's planning machine . . . Saving postage.

DEBUT 22

Samir Husni of the University of Mississippi has spent another year stalking the stands and has once again compiled a list of magazine start-ups. The 1987 edition is the most detailed to date.

30

DIRECT MARKETING 24

One direct marketer took home $1 million last year — and she's a woman. Also, telemarketers look to get left off the hook as they're barraged with efforts to curtail their activities.

CREATIVE CONCEPTS 26

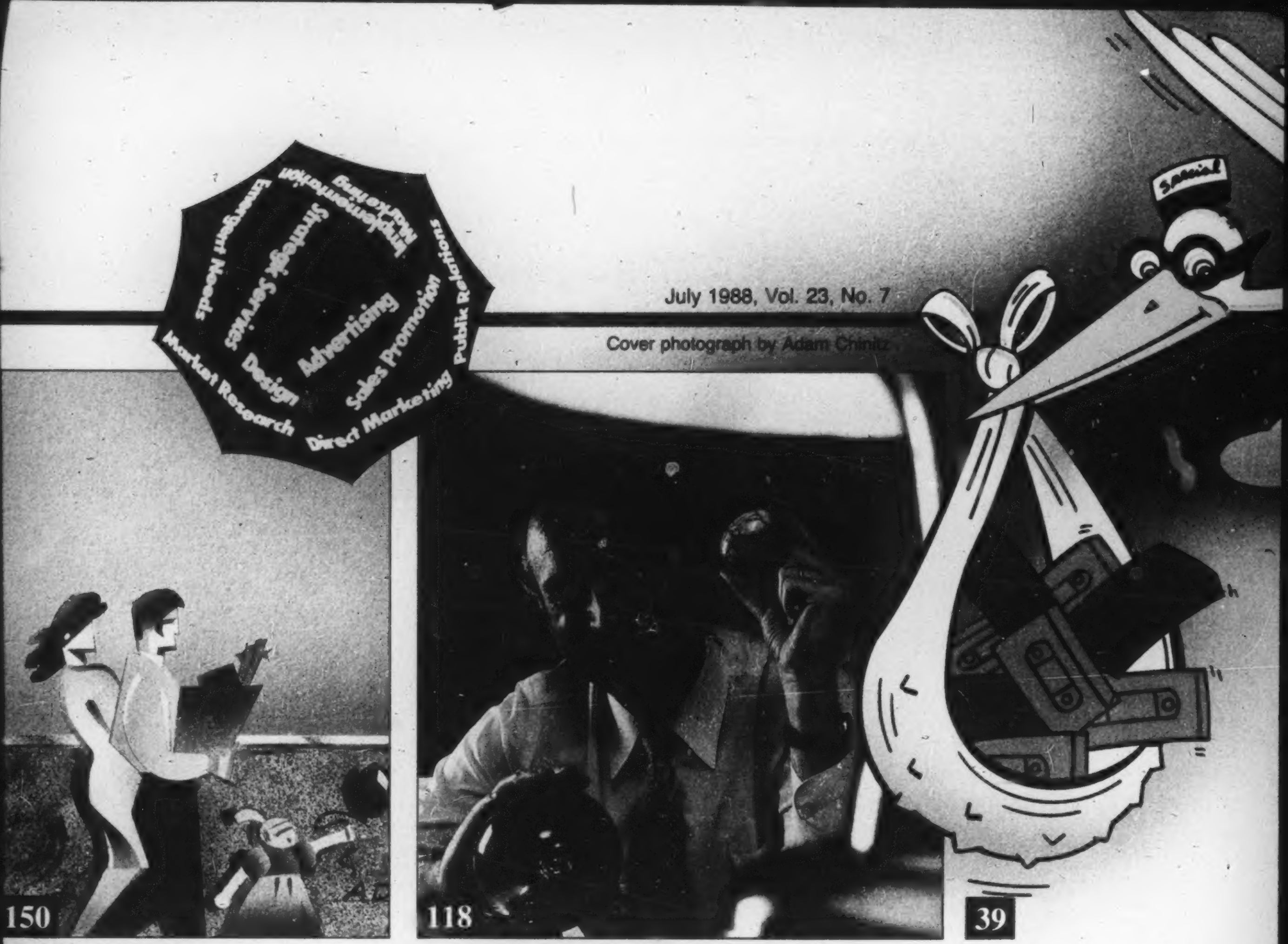
Fear as a selling tool is examined via several current ads that prey on business-people's insecurities.

BROADCAST BEAT 143

The advertising economy "turns the corner" . . . Arbitron's single sources . . . Syndex produces some unexpected effects . . . Radio takes a walk.

POINT/COUNTERPOINT/POLL 146

One-stop shopping offers one ad client a unified strategy, but a marketing-communications specialist finds strength in shopping the options. Also, client-side readers speak up.



July 1988, Vol. 23, No. 7

Cover photograph by Adam Chinitz

TOOLS OF THE TRADE 148

Ketchum Yellow Pages may have lost Herb Gordon to its corporate parent, but he left something to be remembered by: one of the most sophisticated yellow-page planning tools in the business.

SALES PROMOTION 150

In this special report, the performance of the sales-promotion industry in 1987 is analyzed and compared to media advertising. While sales promotion still outpaced media last year, it did so at a slower rate than in years past.

BOOKS, ETC. 154

Hold it right there! If you're scheduled to give a presentation soon, you may want to read *What's Your Point?* first.

ECONOMIC EYE 156

The latest Media Cost Index, category ad investments in magazines and VCRS and prime time.

LAST WORD 160

Allan Palmer of the University of North Carolina lays out the pragmatic view of marketing ethics.

AS THEY SEE IT

MEDIOLOGY *Debbie Solomon* 135

Commercial audience ratings are considered from the practitioners' point of view.

TELEVISION *David Lerner* 136

Part II of Lerner's "As They See It" provides tips for dealing with the eroding network tv audience.

PLANNING *Steven Sandborg* 137

Playing mean and lean is one thing; making sure your advertising gets seen is another. Beware of invisible ad plans.

NEWSPAPERS *Ken Bielicki* 138

The usual reasons cited for not putting national dollars into newspapers miss the point. It's simply a matter of perception.

RESEARCH *Meryl Freeman* 140

The recent flurry of activity has accelerated the research function's move into the mainstream at agencies. It's about time.

MARKETING & MEDIA DECISIONS (ISSN0195-4296) July 1988, Vol. 23, No. 7 Copyright © 1988. Decisions Publications Inc. Published monthly. Executive, editorial, circulation and advertising offices at 1140 Ave. of Americas, New York, N.Y. 10036 (212) 391-2155. Available without charge to those personally involved in media decisions at major agencies and advertiser companies. For others, subscription prices are: U.S.A. $48 for 12 issues. Canada $60. Overseas $70 (surface mail). Airmail — add $70. Single copy $4.00. All overseas copies are paid. Second-class postage paid at New York, New York, and additional mailing offices. Postmaster: Send address changes to Marketing & Media Decisions, P.O. Box 6069, Duluth, MN 55806-9769.

DIRECT MARKETING

by Rebecca Fannin

ANSWERING THE CALL FOR REFORM

It should surprise no one that the threat of increased regulation looms over telemarketers, but the rate of further activity could be called shocking. A record-breaking number of bills restricting telemarketers are being considered by state legislatures, says Julie Crocker, director of state legislative affairs at the Direct Marketing Association. She notes the number of bills has doubled since the 100 under review last year.

Crocker figures that telemarketing fraud as well as automatic dial recorders are to blame for this increased scrutiny. The large percentage (52%) who object to being solicited by phone either at bedtime or at the dinner table also has contributed to this surge.

But Crocker explains that because this summer marks the end of a two-year legislative cycle in many states, many of the bills proposed are likely to die. They then won't be carried over to the next legislative period.

One of the more comprehensive bills is pending in Oklahoma. Crocker recently told a forum of the Telephone Marketing Council in New York that the bill would:

- Require telemarketers to register.
- Prohibit calls to people who have notified a special commission that they do not wish unsolicited calls.
- Limit calling hours from 9:00 a.m. to 4:00 p.m., weekdays.
- Require solicitors to inform subscribers of their right to cancel a sale.

Bills preventing calls to consumers with an asterisk next to their listing are another popular front. They have passed in Florida and Washington. Others with such bills on their agenda are Illinois, New York, Oklahoma and South Carolina.

A third area of proposed reform is with automatic dial recording machines, which continue to randomly ring a sequence of phones until there is an answer. Eighteen states have bills to restrict these machines.

Other bills before three state legislatures would require registration before conducting business. In addition, four states have bills that would restrict calling times and a new type of bill would block access to certain telephone prefixes in Georgia, Maryland and New York.

To help telemarketers keep all of this straight, the DMA has compiled a "Telemarketer's Guide to State Laws." Contact the DMA publications department in New York for copies. One caveat: the DMA warns that the guide is not a substitute for the advice of a legal counsel, but that it will help give a better understanding of the law.

Katz

Wexner

THE INDUSTRY'S TOP MONEY-MAKERS

	SALARY
Lillian Katz, *president and CEO, Lillian Vernon, Co.*	$1,051,053
Leslie Wexner, *president and chairman, The Limited*	$930,632
Barry Florescue, *president, CEO and chairman, Horn & Hardart*	$850,000
John J. Shea, *president and CEO, Spiegel*	$652,786
D.F. Miller, *president, J.C. Penney Stores and Catalog*	$644,672
Robert Clarke, *president, CEO and chairman, Grolier*	$608,044
Roy M. Speer, *chairman and CEO, Home Shopping Network*	$382,214
Richard Merrill, *president and director, Commerce Clearing House*	$364,078
Richard Thalheimer, *president, CEO and chairman, The Sharper Image*	$304,186
Kenneth Eldred, *president and CEO, Inmac*	$284,210
Theodore Deikel, *chairman and CEO, CVN Company Inc.*	$275,488
Charles Morgan, *CEO, CCX Network*	$170,454
Howard Lester, *CEO, chairman and director, Williams-Sonoma*	$148,000
Ralph Freitag, *president and director, Gander Mountain*	$133,500
Lester Einbender, *president and executive vice president, Honeybee Inc.*	$113,189

Source: Target Marketing

The direct-marketing industry has at least one millionaire — and it's a woman. Lillian Katz, president and CEO of Lillian Vernon Co., who earns a salary of $1.1 million, is the highest paid direct-marketing executive in the nation, according to *Target Marketing* magazine.

The above chart provides a list of the top 15 best-paid executives in direct marketing in 1987.

MARKETING & MEDIA DECISIONS

TOP 200 BRANDS

PRODUCTS & SERVICES

44 A

THE
$7.2 BILLION CLUB

Welcome to The Club. The 1987 Top 200 Brands Directory is the seventeenth annual report from *Marketing & Media Decisions* magazine. In these pages, we provide the most exact ad-spending estimates in the business for individual products and services. Then we go a step further: The data is matched to the people on both the agency and client sides who control those high-priced buying decisions.

The report begins with a comparison of Leading National Advertisers' top ten ad-spending categories, 1987 versus 1986, rounded out by data from Media Records for newspapers and from Radio Exdenditure Reports for spot radio. Each category then begins zeroing in on our Top 200 by listing the top five parent companies for each.

The Top 200, which together accounted for $7.2 billion in national and regional ad expenditures last year, are individual products and services ranked by 1987 ad dollars. Comparisons to 1986 are offered as well, and all totals are broken down into spending in each of the ten major media: network tv, spot tv, national cable, newspapers, consumer magazines, national Sunday magazines, network radio, spot radio, outdoor and, for the first time, national syndication as reported by Broadcast Advertisers Reports. The names of those in media-buying authority complete each of the listings.

Each entry refers to a specific ad effort based on total advertising outlay. Thus Coca-Cola's generic campaign has it ranked 105 this year, but individual spending by Coke Classic, Diet Coke and Sprite earned them their own places on the list (#60, 53 and 134, respectively). Joint campaigns also stand alone, so there are separate entries for Marlboro filters and Marlboro filters and 100s.

New products in 1987, such as the Mercury Tracer, obviously have no comparable spending data for 1986, but new additions to our Top 200 — there are 60 new names on this year's list — have been brought up to date with the previous year's data.

In the majority of cases, we were able to match the data from the contributing measurement services: Broadcast Advertisers Reports (BAR), Leading National Advertisers (LNA), Publishers Information Bureau (PIB), Media Records, Inc., the Institute of Outdoor Advertising and Radio Expenditures Reports (RER). In a few cases, however, determining spending for our very specific entries required adjusting data to assure apples-to-apples comparisons. Therefore, when Media Records and RER reported overall spending for foreign cars, a ratio of model to overall spending was established based on LNA data and then applied to the newspaper and spot radio reports. When no directly comparable data could be determined year to year, we excluded the data and marked the listings accordingly. Be aware that Media Records does not report retail, restaurants and financial services.

The result of these efforts is the most comprehensive report of its kind, detailing the members of that most exclusive advertising club of all: The Top 200. The alphabetical listing of this year's entries on page 50 is the key to the top spending products and services.

Our sincere thanks to all those who took the time and care to contribute the information that makes this valuable tool possible. You've paid your dues. ■

200

1987 TOP TEN ADVERTISING CATEGORIES AND THEIR TOP FIVE CORPORATE SPENDERS

	Ten-media total (000)	BAR Network television (000)	BAR Spot television (000)	BAR Syndicated television (000)	BAR Cable-tv networks (000)	BAR Network radio (000)	RER Spot radio (000)	MEDIA RECORDS Newspapers (000)	PIB Magazines (000)	PIB Sunday Magazines (000)	LNA Outdoor (000)
1. Car dealers & services (including used cars)											
1987	$1,560,324	$ 38	$908,479	$ 46	$ 9	$ 87	$ 57,164*	$543,633	$ 2,272	$ 206	$ 48,390
1986	1,309,985	—	751,846	—	74	75	31,350*	487,081	387	167	39,005
1. General Motors Corp. Dealers Association											
1987	248,533	—	156,636	—	—	7	5,788	85,976	70	—	56
1906	264,489	—	147,721	—	—	75	6,245	110,354	—	—	94
2. Ford Auto Dealers Association											
1987	173,937	38	90,971	—	—	—	11,350	69,889	—	—	1,689
1986	123,737	—	61,233	—	—	—	9,765	50,503	27	—	2,209
3. Chrysler Corp.											
1987	82,020	—	37,536	—	—	—	10,690	32,773	13	—	1,008
1986	72,491	—	35,544	—	—	—	5,586	30,242	—	—	1,119
4. Toyota Auto Dealers Association											
1987	72,957	—	47,452	—	—	—	2,440	23,054	—	—	11
1986	55,810	—	36,587	—	—	—	3,166	16,051	—	—	6
5. Nissan Auto Dealers Association											
1987	72,503	—	51,290	—	—	—	4,369	16,840	—	—	4
1986	59,724	—	48,141	—	—	—	281	11,288	—	—	14
2. Restaurants, hotel dining & night clubs											
1987	$1,435,788	$497,997	$789,996	$13,450	$ 4,919	$ 147	$ 77,222	—	$ 16,206	$ 1,779	$ 34,072
1986	1,302,253	441,613	732,433	7,038	5,557	357	75,620	—	8,409	746	30,480
1. McDonald's Corp.											
1987	374,067	216,067	129,010	7,603	1,820	—	4,543	—	7,192	1,236	6,596
1986	338,113	193,002	128,180	4,324	1,820	—	4,645	—	597	—	5,544
2. PepsiCo Inc.											
1987	258,897	98,486	148,714	3,186	898	147	5,181	—	295	—	1,990
1986	213,041	71,157	133,017	99	1,558	—	5,292	—	269	—	1,649
3. Pillsbury Co.											
1987	191,891	66,702	106,334	730	493	—	15,762	—	257	—	1,613
1986	197,272	70,415	105,373	1,258	905	—	17,881	—	132	—	1,308
4. Wendy's International Inc.											
1987	82,349	46,772	31,706	750	143	—	469	—	483	—	2,026
1986	83,423	41,668	37,913	1,018	587	—	383	—	560	—	1,294
5. General Mills Inc.											
1987	48,736	36,936	10,316	631	94	—	430	—	—	—	329
1986	39,432	27,096	9,889	338	81	—	1,637	—	57	—	334
3. Passenger cars, imported											
1987	$1,002,362	$364,206	$237,051	$ 8,652	$15,027	$11,464	$ 17,967*	$ 95,831	$248,166	$ 2,322	$ 1,676
1986	744,179	257,010	188,259	1,550	10,328	2,673	11,848*	61,598	204,728	2,130	4,055
1. Honda Motor Co.											
1987	128,186	62,496	13,586	—	3,083	3,151	4,136	4,414	37,048	264	8
1986	87,912	35,707	14,654	—	2,323	2,200	3,383	2,976	26,171	472	26
2. C. Itoh & Co.											
1987	109,920	45,664	21,115	92	2,525	—	—	18,682	21,842	—	—
1986	68,275	24,632	16,898	—	1,035	—	771	4,129	20,810	—	—
3. Toyota Motor Corp.											
1987	109,673	32,027	44,789	4,068	1,157	2,301	976	3,296	20,021	427	611
1986	94,602	20,012	51,930	390	1,636	—	589	2,341	16,251	157	1,296
4. Volkswagenwerk AG											
1987	93,575	48,151	12,166	—	1,252	—	10	8,784	23,105	106	1
1986	107,972	48,604	17,388	—	807	—	883	5,179	34,789	255	67
5. Nissan Motor Co.											
1987	82,574	32,955	28,477	331	383	1,029	1,157	4,845	12,973	213	211
1986	65,271	26,707	20,678	196	393	—	900	2,644	12,915	34	804

	Ten-media total (000)	BAR Network television (000)	BAR Spot television (000)	BAR Syndicated television (000)	BAR Cable-tv networks (000)	BAR Network radio (000)	RER Spot radio (000)	MEDIA RECORDS Newspapers (000)	PIB Magazines (000)	PIB Sunday Magazines (000)	LNA Outdoor (000)
4. Passenger cars, domestic											
1987	$ 913,581	$376,742	$132,546	$ 7.372	$ 9.681	$23,527	$ 12.890*	$114,962	$224,433	$ 7.560	$ 3.868
1986	815,939	382,917	93,644	3.979	11.581	29.386	18.345*	49.113	209,876	12.927	4.171
1. General Motors Corp.											
1987	467,500	181,043	75,163	2,070	4,058	7,414	24,360	65,225	101,785	4,652	1,730
1986	350,437	166,028	32,062	1,981	3,581	16,928	14,762	24,681	83,186	5,190	2,038
2. Ford Motor Co.											
1987	267,721	114,458	33,786	4,654	3,356	13,606	164	17,847	77,805	604	1,441
1986	295,007	135,816	40,002	1,549	4,081	12,068	927	10,992	84,171	3,792	1,609
3. Chrysler Corp.											
1987	207,164	81,241	23,597	649	2,267	2,506	—	49,503	44,401	2,304	696
1986	169,562	81,074	21,548	449	3,919	390	2,598	12,883	42,231	3,945	525
4. Classic Motor Carriages Inc.											
1987	482	—	—	—	—	—	—	42	440	—	—
1986	319	—	—	—	—	—	—	34	285	—	—
5. Gaslight Antique Auto											
1987	2	—	—	—	—	—	—	—	2	—	—
1986	3	—	—	—	—	—	—	—	3	—	—
5. Beer											
1987	$ 861,126	$385,765	$203,724	$13,151	$31,552	$19,698	$136,732	$ 26,743	$ 21,008	$ 270	$ 22,483
1986	879,049	375,612	213,750	5,901	27,884	18,015	156,623	27,614	36,853	1,042	15,755
1. Anheuser-Busch Cos.											
1987	358,731	172,097	73,508	4,934	22,570	19,086	40,881	8,522	8,769	41	8,323
1986	347,433	158,344	85,934	2,018	19,326	14,576	42,256	6,618	11,763	735	5,863
2. Philip Morris Cos.											
1987	203,180	120,354	39,049	2,846	5,376	53	24,163	4,746	3,559	—	3,034
1986	214,865	137,896	47,889	3,188	6,050	—	—	6,976	9,705	—	3,161
3. Adolph Coors Co.											
1987	97,343	54,883	23,770	2,489	1,284	8	10,073	125	1,670	—	3,041
1986	87,023	45,857	28,186	253	1,562	—	7,637	1,425	942	—	1,161
4. Stroh Brewery Co.											
1987	51,982	32,139	11,014	2,836	1,242	518	2,475	711	295	—	752
1986	54,353	28,920	11,608	443	811	1,378	5,254	652	4,482	47	758
5. G. Heileman Brewing Co.											
1987	27,302	1,421	12,394	46	67	34	10,534	1,142	474	—	1,190
1986	22,210	2,049	10,700	—	88	462	5,756	880	1,302	—	973
6. Cereals											
1987	$ 698,778	$435,620	$173,519	$41,522	$21,282	$ 1,432	$ 304	$ 2,334	$ 21,836	$ 921	$ 8
1986	556,292	318,001	165,263	27,654	19,352	799	1,603*	2,470	21,031	119	—
1. Kellogg Co.											
1987	303,472	230,661	48,452	16,771	4,012	17	—	196	3,363	71	—
1986	201,993	153,735	31,020	13,343	2,802	0	—	70	1,023	—	—
2. General Mills Inc.											
1987	165,293	60,954	87,847	2,802	9,434	428	207	134	3,487	—	—
1986	166,925	57,903	93,553	2,460	10,041	798	124	183	1,784	79	—
3. Philip Morris Cos.											
1987	107,339	65,462	14,729	14,159	4,590	988	9	60	7,334	—	8
1986	87,033	50,731	15,414	6,497	3,710	—	74	77	10,530	—	—
4. Quaker Oats Co.											
1987	53,376	30,670	10,707	5,110	733	—	—	546	4,892	718	—
1986	44,644	20,378	15,809	3,127	680	—	—	649	4,001	—	—
5. RJR Nabisco Inc.											
1987	34,795	29,061	2,671	893	1,728	—	—	134	273	35	—
1986	30,476	21,718	3,544	882	1,511	—	1,051	81	1,655	34	—
7. Telephone companies, public & private											
1987	$ 605.194	$170,354	$147.031	$ 4,196	$ 7,508	$15,138	$ 35,532	$117,472	$101.010	$ 4.733	$ 2,220
1986	674.142	168.215	209.994	1,415	3,680	21.681	43.515	120.855	98.873	3.398	2,516
1. American Telephone & Telegraph Co.											
1987	279,839	126,062	32,094	3,681	5,963	14,882	4,034	33,968	56,364	2,678	113
1986	268,101	121,830	35,656	1,073	2,843	21,664	5,480	30,099	47,562	1,804	90
2. NYNEX Corp.											
1987	55,445	—	25,583	—	180	177	3,969	19,458	4,610	1,466	2
1986	43,743	44	18,684	—	89	—	1,790	18,614	3,423	966	133

	Ten-media total (000)	BAR Network television (000)	BAR Spot television (000)	BAR Syndicated television (000)	BAR Cable-tv networks (000)	BAR Network radio (000)	RER Spot radio (000)	MEDIA RECORDS Newspapers (000)	PIB Magazines (000)	PIB Sunday Magazines (000)	LNA Outdoor (000)
3. Bell Atlantic Corp.											
1987	35,951	—	15,160	—	382	—	6,027	5,773	8,328	213	68
1986	35,179	—	17,419	—	230	—	4,743	6,230	6,409	67	81
4. BellSouth Corp.											
1987	34,190	—	12,754	—	—	—	10,928	4,630	5,688	32	158
1986	34,739	—	12,646	—	—	—	9,121	6,333	6,149	103	387
5. US Sprint Communications Co.											
1987	33,108	25,305	6,683	495	403	—	12	77	133	—	—
1986	73,872	25,013	36,906	342	258	—	1,923	3,234	6,001	195	—

8. Cigarettes

	Ten-media total (000)	BAR Network television (000)	BAR Spot television (000)	BAR Syndicated television (000)	BAR Cable-tv networks (000)	BAR Network radio (000)	RER Spot radio (000)	MEDIA RECORDS Newspapers (000)	PIB Magazines (000)	PIB Sunday Magazines (000)	LNA Outdoor (000)
1987	$ 594,209	—	$ 11	—	—	—	—	$ 82,440	$325,373	$25,881	$160,504
1986	693,345	—	866	—	—	—	—	125,631	316,026	62,507	188,315
1. Philip Morris Cos.											
1987	268,901	—	—	—	—	—	—	38,825	175,342	7,915	46,819
1986	267,910	—	—	—	—	—	—	45,120	149,049	15,837	57,904
2. RJR Nabisco Inc.											
1987	173,019	—	—	—	—	—	—	14,442	86,085	10,994	61,498
1986	252,198	—	—	—	—	—	—	44,150	95,093	34,586	78,369
3. Loews Corp.											
1987	50,197	—	—	—	—	—	—	3,962	18,944	3,749	23,542
1986	63,324	—	—	—	—	—	—	4,953	27,039	6,782	24,550
4. BAT Industries PLC											
1987	47,757	—	11	—	—	—	—	8,388	21,878	2,153	15,327
1986	46,272	—	47	—	—	—	—	8,516	15,943	1,636	20,130
5. American Brands Inc.											
1987	38,144	—	—	—	—	—	—	5,979	19,002	971	12,192
1986	30,583	—	—	—	—	—	—	21	20,016	3,430	7,116

9. Department stores

	Ten-media total (000)	BAR Network television (000)	BAR Spot television (000)	BAR Syndicated television (000)	BAR Cable-tv networks (000)	BAR Network radio (000)	RER Spot radio (000)	MEDIA RECORDS Newspapers (000)	PIB Magazines (000)	PIB Sunday Magazines (000)	LNA Outdoor (000)
1987	$ 590,766	$ 90,646	$321,376	$ 9,535	$ 6,543	$48,223	$ 51,393	—	$ 51,652	$ 8,293	$ 3,105
1986	617,509	130,454	321,211	5,975	3,495	45,339	48,053	—	54,356	6,144	2,482
1. Sears Roebuck & Co.											
1987	104,405	23,901	13,431	3,851	500	40,056	11,861	—	7,955	2,530	320
1986	145,474	57,253	16,760	3,403	1,167	37,596	10,332	—	17,076	1,761	126
2. JC Penney Co.											
1987	72,453	48,507	7,904	3,420	2,847	2,612	292	—	5,651	1,189	31
1986	67,520	46,867	10,663	1,902	1,616	1,218	875	—	3,771	587	21
3. K mart Corp.											
1987	71,581	18,238	20,085	2,259	2,632	5,532	1,524	—	18,933	2,154	224
1986	67,331	26,333	13,584	561	648	6,526	2,131	—	16,437	1,103	8
4. Dayton-Hudson Corp.											
1987	39,810	—	35,551	—	—	—	3,995	—	56	—	208
1986	32,349	—	28,650	—	—	—	3,496	—	86	—	117
5. Wal-Mart Stores Inc.											
1987	31,900	—	30,241	—	101	4	41	—	1,512	—	1
1986	35,133	—	35,042	—	—	—	6	—	85	—	—

10. Miscellaneous retail

	Ten-media total (000)	BAR Network television (000)	BAR Spot television (000)	BAR Syndicated television (000)	BAR Cable-tv networks (000)	BAR Network radio (000)	RER Spot radio (000)	MEDIA RECORDS Newspapers (000)	PIB Magazines (000)	PIB Sunday Magazines (000)	LNA Outdoor (000)
1987	$ 529,364	$ 55,278	$350,886	$ 450	$ 9,219	$21,803	$ 14,999*	—	$ 23,962	$ 1,504	$ 51,263
1986	446,573	61,885	282,305	414	6,568	23,467	6,449*	—	26,075	2,122	37,288
1. Cotter & Co.											
1987	43,993	4,761	19,713	60	1,652	12,488	1,505	—	3,687	78	49
1986	42,604	12,331	11,562	194	1,588	10,663	1,265	—	4,884	56	61
2. IC Industries Inc.											
1987	40,319	12,251	21,680	—	—	—	6,308	—	—	—	80
1986	42,472	15,265	20,808	—	—	—	6,341	—	—	—	58
3. US Shoe Corp.											
1987	24,872	—	24,767	—	—	—	63	—	—	17	25
1986	14,183	—	13,661	—	—	—	492	—	15	—	15
4. Jack Eckerd Corp.											
1987	21,617	1,458	16,404	—	1,575	—	1,409	—	697	—	74
1986	22,211	1,280	17,379	—	2,023	—	939	—	545	—	45
5. Grand Metropolitan PLC											
1987	20,828	3,471	15,871	—	561	—	581	—	329	—	15
1986	19,478	7,393	10,550	—	529	—	895	—	—	—	111

ALPHABETICAL INDEX TO THE TOP 200

	Rank
ABC	44
ADA Cheese Promotion	115
ADA Milk Promotion	64
AT&T Company	7
AT&T Information Systems	102
AT&T Long Distance	13
AT&T Business Long Distance	161
AT&T International Long Distance	58
Acura Legend	73
Advil	36
Alka-Seltzer	133
Alka-Seltzer Plus	193
American Air Lines	6
American Express Credit Card	10
American Family Mail Order	109
Avis Rent-A-Car	114
B	
BMW 325	142
Bartles & Jaymes	54
Beef Industry Council	138
Blue Cross & Blue Shield	139
Budweiser	3
Bud Light	16
Buick Dealers	163
Buick Passenger Cars	38
Buick Regal	123
Burger King	2
Busch	81
C	
CBS	40
Campbells Canned Soups	101
Canon Cameras	194
Carnival Cruise Lines	155
Century 21	86
Chevrolet Beretta	72
Chevrolet Compact Trucks	20
Chevrolet Corsica	50
Chevrolet Dealers	33
Chrysler Corporate	152
Chrysler Dealers	160
Chrysler Lebaron	92
Circuit City	116
Coca-Cola	105
Coca-Cola Classic	60
Colgate Tartar Control	104
Columbia Record & Tape Club	149
Coors	68
Coors Light	47
D	
De Beers Diamonds	80
Delta Air Lines	14
Dexatrim	199
Diet Coke	53
Diet Pepsi	48
Discover Credit Card	56
Disney World	154
Dodge Dakota	146
Dodge Daytona	130
Dodge Dealers	90
Dominos Pizza	34
Downy	186
DuPont Carpet Fibers	150
Duracell Batteries	84
E	
Eastern Air Lines	28
Eckerd Drug Stores	170
Eveready Energizer Batteries	148
F	
Florists Transworld Delivery	117
Ford Compact Trucks	167
Ford Dealers	5
Ford Motor Company	108
Ford Passenger Cars	52
Ford Ranger Compact Trucks	127
Ford Taurus	107
Ford Tempo	188
Franklin Mint Collections	65
Franklin Mint Porcelain	95
G	
GTE Corporate	180
Gallo Wines	94
Gatorade	183
General Foods International Coffees	164
General Electric Company	111
General Motors Corporate	197
General Motors Parts & Services	69
H	
HBO	143
Hallmark Cards	63
Hardees	32
Highland Superstores	147
Honda Accord	144
Honda Civic	78
Honda Dealers	76
Hyundai Dealers	39
Hyundai Excel	24
I	
IBM Corporate	43
IBM Personal System/2	37
J	
Jack-in-the-Box	119
K	
K mart	89
Kellogg's Rice Krispies	168
Kellogg's Corn Flakes	156
Kellogg's Frosted Flakes	136
Kellogg's Raisin Bran	128
Kentucky Fried Chicken	4
Kleenex Huggies	129
Kodak Film	67
Kroger Company	31
L	
Lee Artificial Nails	187
LensCrafters	126
Lincoln-Mercury Dealers	93
Listerine	198
Long John Silvers	83
Luvs	191
M	
M&M's Candies	121
Marlboro Filter Cigarettes	99
Marlboro Filter Kings & 100s	137
Marlboro Lights Kings & 100s	88
Mastercard Credit Card	100
Mazda 626	145
Mazda Dealers	74
McDonald's	1
Medipren	62
Mercedes-Benz Passenger Cars	25
Mercury Tracer	141
Merrill Lynch	173
Michelob	19
Michelob Light	70
Midas Muffler Shops	41
Miller High Life	87
Miller Genuine Draft	18
Miller Lite	8
Mitsubishi Dealers	166
N	
NBC	57
New York Telephone	103
Nissan Compact Trucks	113
Nissan Dealers	21
Nissan Passenger Cars	66
Northwest Air Lines	45
Now Filter 100 Cigarettes	171
Nuprin	55
Nutrasweet	174
Nyquil	172
O	
Oil of Olay	112
Oldsmobile Cutlass	165
Oldsmobile Dealers	42
Oldsmobile Passenger Cars	98
P	
Pampers	124
Pan American Air Lines	49
Pearle Vision Centers	200
Penneys	97
People Magazine	185
Pepsi-Cola	17
Pepto-Bismol	184
Piedmont Air Lines	125
Pizza Hut	11
Polaroid Spectra	75
Pontiac Dealers	46
Pontiac Passenger Cars	51
Post Grape Nuts	71
Post Raisin Bran	176
Prudential Insurance	91
R	
Red Lobster	26
Ryder Truck Leasing	182
S	
Safeway Stores	192
Scope	195
Seagrams Golden Wine Cooler	158
Sears Miscellaneous	59
Sears Household Products	157
Sears General Promotion	79
7-Eleven	30
Seven-Up	110
Sizzler	169
Slice	153
Snickers	106
Sprite	134
Subaru Dealers	131
Subaru Passenger Cars	27
Suzuki Samurai	179
T	
TV Guide	85
TWA Air Lines	29
Taco Bell	15
Time-Life Books	162
Toyota Compact Trucks	61
Toyota Corolla	175
Toyota Dealers	23
Toyota Cars & Trucks	140
Trident Gum	181
True Value Stores	35
Tylenol	189
U	
US Army Recruiting	22
US Mint Coins	196
US Armed Forces Recruitment	122
US Express Mail	96
US Sprint	159
United Air Lines	12
United Parcel Air Freight	82
V	
Vantage King Cigarettes	190
Virginia Slims	118
Visa Charge Card	132
W	
Wall Street Journal	151
Wendy's	9
Winn Dixie	135
Winston Filter Cigarettes	178
Wrigley's Doublemint Gum	77
Wrigley's Extra Sugar Free Gum	177
Wrigley's Spearmint Gum	120

TOP 200 BRANDS

Project editors: Martha Benezet, Paula Schnorbus, Romy Schwab

1. **McDONALD'S RESTAURANTS**

McDonald's Corp.

	Media investments	
	1987	1986
Magazines	$ 6,362,500	$ 175,500
Natl. Sun. mags.	1,235,700	—
Network tv	216,017,400	193,001,600
Spot tv	128,857,400	128,052,900
Network radio	—	—
Spot Radio	4,548,500	4,294,400
Outdoor	6,595,800	5,542,800
Network cable	1,814,700	1,820,200
Newspapers	(No data)	(No data)
Natl. synd.	7,594,900	4,313,900
Total	**$373,026,900**	**$337,201,300**

Marketing/brand management:
Sr exec vp mktg, Paul D. Schrage
Sr vp mktg, Peter A. Nelson
Vp natl mktg, David B. Green
Asst vp media, Laurie A. Grace
Asst vp mktg & media services, Emil Teri
Vp adv, Roy Bergold
Agency: Leo Burnett Co. Chicago
Exec vp media srvcs div, Willard Hadlock
Sr vp, media dir, Sally Hunter
Exec vp, client service dir, James Shymkus
Sr vp acct dir, Jerry Conner
Vp acct dir, Barry Krause
Black agency: Burrell Advertising, Chicago
Sr vp grp dir, Linda Pharr
Vp acct supr, Alan Dinwiddie
Acct supr, Barbara Jackson
Acct exec, Lincoln Carter
Asst acct exec, Deborah Swain
Sr vp media dir, Nick Howse
Media supr, Deborah Gray
Hispanic agency: Conill, N.Y.
Exec vp acct supr, Noah Sifuentes
Media dir, Nancy Tellet

2. **BURGER KING RESTAURANTS**

Burger King Corp.

	Media investments	
	1987	1986
Magazines	—	$51,300
Natl. Sun. mags.	—	—
Network tv	$66,701,800	70,378,400
Spot tv	95,278,500	94,819,900
Network radio	—	—
Spot radio	4,623,000	3,421,200
Outdoor	1,090,000	1,095,000
Network cable	492,800	904,200
Newspapers	(No data)	(No data)
Natl. synd.	730,300	1,258,000
Total	**$168,916,400**	**$171,928,000**

Marketing/brand management:
Exec vp mktg, Tony Lavely
Dir mkt plng srvcs, Warren Ellish
Dir new prods, Melanie Wisniewski
Dir prom, Dennis Greenia
Dir adv, Chris Carroll
Dir mktg rsrch, Barry Schwartz
Dirs fld mktg, Dick Ambrose, Ed McPherson
Dir media, Denis Hitchmough
Parent: Pillsbury Co.
Agency: NW Ayer, N.Y./L.A.
Exec vp mging dir acct srvcs, Dom Rossi
Sr vp exec acct dir, Ken McCarren (fld)
Sr vp mgmt supr, Lee Rubin (natl)
Vp mgmt suprs, Jean Cathcart, Craig Reddick, Jim Signorelli, Peter Varvara (fld)
Vp acct suprs, Alison Danis, Shari Leifer, Jack Rayher (natl)
Sr vp mging dir media srvcs, Marcella Rosen
Sr vp exec media dir, Jane Twyon
Vp assoc media dir, Mitch Burg
Media suprs, Hugh Meenan, Steve Page, Victor Ruvolo
Minority marketing agency: UniWorld Group, N.Y.
Pres dir acct srvcs, Herb Kemp
Vp grp adv dir, Andy Bonaparte
Vp dir fld mktg, Micah Chandler
Acct supr, Michele Brown-Jacobs (fld)
Acct exec, Ashley Hodge
Hispanic agency:
Castor Spanish International

3. **BUDWEISER BEER**

Anheuser-Busch, Inc.

	Media investments	
	1987	1986
Magazines	$ 3,241,000	$ 2,043,200
Natl. Sun. mags.	41,200	330,200
Network tv	49,126,100	47,994,100
Spot tv	27,172,200	27,524,500
Network radio	7,190.100	7,207,900
Spot radio	11,924,600	14,340,800
Outdoor	3,776,200	2,789,300
Network cable	9,447,600	8,261,900
Newspapers	5,877,200	5,345,800
Natl. synd.	1,978,400	802,100
Total	**$119,774,600**	**$116,639,800**

Marketing/brand management:
Exec vp mktg, Michael J. Roarty
Vp brand mgmt, Jack MacDonough
Vp corp media/sports mktg, Charles B. Fruit
Brand grp dir, Tom Sharbaugh
Sr brand mgr, Bob Gunthner
Prod mgrs, Jim Schumacker, Paul Stoddart
Agency: D'Arcy Masius Benton & Bowles, St. Louis
Sr vp acct grp dir, Todd Abrams
Sr vp mgmt supr, Jim Palumbo
Vp acct suprin, Rich Lalley
Acct supr, Fred Wolter
Acct execs, Martha Bonneville, Thomas Gooch
Sr vp dir media srvcs, Jim Porcarelli
Asst acct exec, Mike Johnson
Vp assoc media dir, Beth Seib
Hispanic agencies: Castor Spanish International

4. KENTUCKY FRIED CHICKEN FOOD SERVICE

PepsiCo

	Media investments	
	1987	1986
Magazines	$ 54,700	—
Natl. Sun. mags.	—	—
Network tv	68,732,200	$47,904,500
Spot tv	38,138,100	31,947,100
Network radio	—	—
Spot radio	780,200	2,371,600
Outdoor	1,162,100	709,700
Network cable	893,600	743,300
Newspapers	(No data)	(No data)
Natl. synd.	3,185,800	99,000
Total	**$112,946,700**	**$83,775,200**

Marketing/brand management:
KFC Natl. Adv. Cooperative, Inc.:
Exec dir, Phillip E. Risinger
Vp mktg dir, Michael O. Willson
Mgr adv srvcs, Susan Yates
KFC Corporation:
Sr vp mktg, Lawrence E. Beeson
Vp field mktg, Tom Cross
Vp mktg, Lynn Bace
Vp new products mktg, Sally Mackinnon
Agency: Young & Rubicam, N.Y.
Grp dir, John Glorieux
Mgmt supr, Chris Becker
Acct supr, Fred Langbecker
Acct exec, Charles Hurdman
Asst acct exec, Andrea Miller
Media dir, George Sharpe
Media grp supr, Rich Alcott

5. FORD DEALERS ASSOCIATION FRANCHISE

Ford Motor Division

	Media investments	
	1987	1986
Magazines	—	—
Natl. Sun. mags.	—	—
Network tv	$ 37,900	—
Spot tv	71,594,900	$50,027,000
Network radio	—	—
Spot radio	6,151,300	4,985,100
Outdoor	1,326,100	1,463,200
Network cable	—	—
Newspapers	14,985,200	8,853,900
Natl. synd.	—	—
Total	**$94,095,400**	**$65,329,200**

Marketing/brand management:
Dealer ad mgr, R.W. Lisenby
Parent: Ford Auto Dealers Association
Agencies include J. Walter Thompson, Detroit
Exec vp gm, Peter Schweitzer
Sr vp mgmt dir, Hugh Trenkamp
Acct dir, Mike Apple
Media supr, George Sekulidis
Note: JWT is involved with the advertising of about half of Ford's dealer associations; the other associations use their own agencies.

6. AMERICAN AIRLINES PASSENGER SERVICE

American Airlines Inc.

	Media investments	
	1987	1986
Magazines	$ 4,171,700	$ 4,010,100
Natl. Sun. mags.	58,000	—
Network tv	25,946,500	18,276,900
Spot tv	19,181,100	18,020,100
Network radio	976,200	433,200
Spot radio*	7,284,200	14,111,400
Outdoor	222,100	162,100
Network cable	809,100	486,200
Newspapers	34,332,200	26,648,900
Natl. synd.	—	—
Total	**$92,981,100**	**$82,148,900**

*M&MD estimates

Marketing/brand management:
Sr vp mktg, Michael W. Gunn
Vp travel info network, M.A. Buckman
Mging dir adv, James Simon
Vp corp comm, Lowell C. Duncan
Mgrs adv, William E. Quackenbush, Bruce Goodyear, Andrea Spica, Ann White, Rick Fisher
Mging dir sales prom, Frank J. DiNuzzo
Mgr adv admin, Gregg Mavico
Mgr intl adv, L.C. Quintiliani
Parent: AMR Corp.
Agency: Bozell Jacobs Kenyon & Eckhardt, Dallas
Exec vp acct dir, Paul Gold
Sr vp media, Philip Brushaber
Sr vp media plng dir, Lynne Christopher
Sr vp mgmt rep, Patsy Tryon
Sr vp research dir, Janie Urbanic

7. AT&T COMPANY GENERAL PROMOTION

American Telephone & Telegraph Co.

	Media investments	
	1987	1986
Magazines	$17,375,800	$10,542,600
Natl. Sun. mags.	56,700	60,800
Network tv	48,914,800	11,986,000
Spot tv	6,758,600	2,178,700
Network radio	3,400,700	3,379,100
Spot radio*	851,800	4,900,000
Outdoor	—	—
Network cable	1,402,000	264,700)
Newspapers*	8,454,400	281,300
Natl. synd.	694,800	—
Total	**$87,909,600**	**$33,593,200**

*M&MD estimates

Marketing/brand management:
Corporate adv dir, R. Markwardt
Dir adv srvcs, R.W. Watson
Corp media mgr, M. Seduski
Corp brdcst mgr, D.K. Ritter
Div mgr, R.Z. Manna
District mgrs, J. R. Byrne, L.B. Urben, A. M. Winters
Staff mgrs, J. Finore, M. Thiem
Agencies: NW Ayer, N.Y.
Sr vp exec acct dir, J. Keeler
Sr vp mgmt supr, F. McClafferty
Vp acct supr, V. Niemann
Sr vp grp media dir, David Lehmkuhl
Assoc media dir, Jay Kearney
Ogilvy & Mather, New York (Int'l)
Sr vp grp dir, G.K. O'Dea

Sr vp mgmt supr, C. Round
Minority/college recruitment agency: Uniworld, New York
Sr vp gen mgr, H. Morales
Vp acct supr, L. Dukette

8. MILLER LITE BEER
Miller Brewing Co.

	Media investments 1987	1986
Magazines	$ 304,100	$ 1,431,100
Natl. Sun. mags.	—	—
Network tv	59,846,700	60,714,700
Spot tv	10,144,600	10,194,700
Network radio	26,400	—
Spot radio	8,382,600	9,957,800
Outdoor	886,300	960,500
Network cable	2,584,100	3,043,500
Newspapers	294,700	382,500
Natl. synd.	1,345,500	1,568,200
Total	**$83,815,000**	**$88,253,300**

Marketing/brand management:
Vp brand mgmt, Robert A. Toledo
Grp prod dir, Barry Barrett
Brand mgr, Tamara Hauck
Dir adv srvcs, Robert Ward
Asst brand mgrs, Kevin Tripp, Rick Burton, Tom Cardella
Parent: Philip Morris Cos.
Agency: Backer Spielvogel Bates, N.Y.
Exec vp coo, G. Robert Holmen
Sr vp grp dir, Jeffrey F. Palmer
Vp mgmt supr, Frank J. Assumma
Acct execs, Paul Daniusis, Don Moriarty
Exec vp media srvc, Stephen Leff
Sr vp media, Mark Buttita
Media dir, Jay Schoenfeld
Assoc media dir, James Geogehen
Hispanic Agency: Mendoza, Dillon & Associados, Inc., Newport Beach, Calif.
Black Agency: Mingo-Jones Advertising

9. WENDY'S RESTAURANTS
Wendy's International Inc.

	Media investments 1987	1986
Magazines	$ 482,700	$ 554,300
Natl. Sun. mags.	—	—
Network tv	46,771,900	41,667,600
Spot tv	31,666,700	37,912,700
Network radio	—	—
Spot radio	469,400	391,200
Outdoor	2,022,500	1,293,800
Network cable	143,000	586,800
Newspapers	no data	no data
Natl. synd.	750,200	1,018,400
Total	**$82,306,400**	**$83,424,800**

Marketing/brand management:
Exec vp, Charles Rath
Vp corp mktg, Bruce Ley
Vp fld mktg, Don Calhoon
Vp corp comm, Denny Lynch
Agencies: Backer Spielvogel Bates, N.Y.
Exec vp gm, Raymond Caruso (Columbus, Ohio)
Sr vp mgmt rep, Randall Windschitl
Grp mgmt rep, Randolph C. Lindel
Sr vp grp media dir, Charles T. Rutman
Lockhart & Pettus, N.Y.
Sr vp dir client srvcs, Ronn Harris
Mendoza, Dillon & Associados, Newport Beach, Calif.
Vp acct srvcs, Eduardo del Rivero

10. AMERICAN EXPRESS CREDIT CARD SERVICES
American Express Co.

	Media investments 1987	1986
Magazines	$11,433,000	$13,250,100
Natl. Sun. mags.	1,074,700	544,000
Network tv	42,236,900	39,673,400
Spot tv	21,125,200	14,569,600
Network radio	—	—
Spot radio	3,063,900	2,619,700
Outdoor	7,400	14,700
Network cable	684,100	497,300
Newspapers	(No data)	(No data)
Natl. synd.	1,689,800	142,200
Total	**$81,315,000**	**$71,311,000**

Marketing/brand management:
Exec vp gen mgr (personal card), Morris Perlis
Vp adv (personal card), Joan Bonnette
Exec vp gen mgr (gold card/platinum card), Kenneth Chenault
Vp adv (gold card), Pamela Guyot
Dir adv (gold card), Peggy Mitchell-King
Agencies: Ogilvy & Mather, N.Y.
Sr vp grp dir, Dave Warden
Vp mgmt supr, Rick Estabrook
Sr vp assoc media dir, Wilma Epstein
Vp asst media dir, Linda Fidelman
Vp acct supr, June Blocklin
McCann-Erickson, N.Y.
(Gold Card)
Sr vp mgmt rep, Ed Comiskey
Vp mgmt supr, Linda Boothby
Exec vp media dir, George Hayes

11. PIZZA HUT RESTAURANTS
Pizza Hut Inc.

	Media investments 1987	1986
Magazines	$ 124,600	$, 98,700
Natl. Sun. mags.	—	—
Network tv	$23,529,300	21,281,900
Spot tv	54,017,100	49,983,400
Network radio	146,700	—
Spot radio	671,300	602,000
Outdoor	335,700	636,300
Network cable	4,500	814,900
Newspapers	(No data)	(No data)
Natl. synd.	—	—
Total	**$78,829,200**	**$73,417,200**

WANTED:
National Advertisers
for unique publication reaching
3 million pay TV homes monthly.
Serious inquires only.
Contact: Steve Goldmintz 516/665-8800
Premium Channels Publishing Company, Inc.

Marketing/brand management:
Sr vp mktg, David Novak
Sr dir adv, Steve Farley
Parent: PepsiCo
Agency: BBDO, N.Y.
Exec vp sr mgmt, Joe Barrett
Vp mgmt rep, Terry Davenport
Acct suprs, Chris Matthews, Liz Hilton, Dave Krobot
Exec vp dir media prog, Arnie Semsky
Sr vp assoc media dir, Mike Hedge

12. UNITED AIRLINES PASSENGER SERVICE

United Air Lines, Inc.

	Media investments	
	1987	1986
Magazines	$ 7,057,700	$ 6,009,600
Natl. Sun. mags.	67,600	169,100
Network tv	30,117,400	27,628,400
Spot tv	11,072,000	14,540,900
Network radio	1,829,800	2,175,400
Spot radio	7,497,300	11,115,400
Outdoor	59,800	620,300
Network cable	1,482,600	1,665,800
Newspapers	15,507,100	19,043,400
Natl. synd.	—	—
Total	**$74,691,300**	**$82,968,300**

Marketing/brand management:
Exec vp mktg & plng, John R. Zeeman
Vp adv, John Ruhaak
Dir adv, Bill Alenson
Mgr, Bill Groundwater
Parent: UAL Corp.
Agency: Leo Burnett Co., Chicago
Sr vp acct dir, Jim Thompson
Vp acct supr, Steve Crawford
Vp acct supr, John Goad
Acct suprs, Wendy Peters, Karen Berman
Exec vp media srvcs, Willard Hadlock
Sr vp media dir, Sally Hunter
Vp media dir, Mary Ann Cycyota

13. AT&T LONG DISTANCE

American Telephone & Telegraph Co.

	Media investments	
	1987	1986
Magazines	$14,175,600	$ 9,637,500
Natl. Sun. mags.	1,575,000	748,600
Network tv	32,826,000	64,032,100
Spot tv	5,462,100	7,044,900
Network radio	5,900,500	12,276,300
Spot radio	—	333,700
Outdoor	7,700	—
Network cable	2,707,000	694,800
Newspapers*	6,917,200	11,887,500
Natl. synd.	2,627,000	918,900
Total	**$72,198,100**	**$107,574,300**

*M&MD estimates

Marketing/brand management:
Adv dir, K. M. Armstrong
Adv mgrs, Jane Kleban, Stephen Block, Bruce Carlson
Dir consumer mkt mgr, J. Ryan
Agencies: Young & Rubicam, N.Y. (special long distance srvcs)
Exec vp grp dir, Mort Lowenstein
Sr vp mgmt supr, Barbara Jack
Vp mgmt supr, Jonas Wagner
NW Ayer, N.Y. (domestic consumer long distance)
Exec vp mging dir acct srvcs, David Gantman
Sr vp mgmt supr, Anne MacDonald
Ogilvy & Mather Direct (domestic consumer long distance)
Sr vp gen mgr, Shelley Lazarus
Vp mgmt supr, Cynthia Grant
Hispanic markets agency: Bermudez & Assoc., L.A.
Chair ceo, Eduardo Bermudez
Puerto Rico Agency: Marti Flories Prieto & Wachtel
Chair ceo, Enrique Marti-Coll

14. DELTA AIR LINES PASSENGER SERVICE

Delta Air Lines, Inc.

	Media investments	
	1987	1986
Magazines	$ 1,046,800	$ 413,600
Natl. Sun. mags.	—	—
Network tv	14,030,400	2,131,600
Spot tv	12,888,200	13,246,900
Network radio	—	—
Spot radio*	19,344,900	21,707,700
Outdoor	1,359,900	1,759,400
Network cable	3,245,200	4,447,900
Newspapers	20,114,200	19,051,700
Natl. synd.	—	5,200
Total	**$72,029,600**	**$62,764,000**

*M&MD estimates

Marketing/brand management:
Sr vp mktg, W. W. Hawkins
Dir adv & sales prom, Judy Jordan
Mgr adv, Sandy Rowan
Agency: BDA/BBDO, Atlanta
Chair ceo, Glenn Verrill
Pres coo, Don Mitchum
Exec vp acct supr, Jack Walz
Exec vp creative dir, Gregg Dearth
Sr vp media dir, Martin Hollinger

15. TACO BELL RESTAURANTS

Taco Bell Corp.

	Media investments	
	1987	1986
Magazines	—	—
Natl. Sun. mags.	—	—
Network tv	$ 6,224,500	$ 1,970,100
Spot tv	56,324,000	48,267,300
Network radio	—	—
Spot radio	4,436,300	5,208,300
Outdoor	492,200	302,500
Network cable	—	—
Newspapers	—	—
Natl. synd.	—	—
Total	**$67,477,000**	**$55,748,200**

Marketing/brand management:
Sr vp mktg, James P. Loser
Vp mktg, George Reynolds
Dir media srvcs, Keith Landau
Mgr media srvcs, Emily Adelmann
Asst mgr media srvcs, Mary Panus
Div dirs mktg, Craig Held, David Brooker, Joel Oberman
Sr dir natl mktg, Peter McNally
Sr dir new prods, Karen Eadon
Parent: PepsiCo
Agency: Tracy-Locke, L.A.
Exec vp mgmt rep, Tom Morris
Sr vp acct supr, Ken Gal
Vp media dir, Ronnie Greenfield
Vp assoc media dir, Walter Atkinson

16. BUD LIGHT BEER

Anheuser-Busch, Inc.

	Media investments	
	1987	1986
Magazines	$ 867,500	$ 666,600
Natl. Sun. mags.	—	—
Network tv	32,736,600	34,332,300
Spot tv	16,013,500	16,159,400
Network radio	1,309,500	807,900
Spot radio	6,330,300	5,743,900
Outdoor	1,425,700	831,500
Network cable	5,249,600	4,130,600
Newspapers	284,900	191,400
Natl. synd.	645,100	94,800
Total	**$64,862,700**	**$62,958,400**

Marketing/brand management:
Exec vp mktg, Michael J. Roarty
Vp brand mgmt, Jack MacDonough
Vp corp media/sports mktg, Charles B. Fruit
Grp brand dir, Tom Sharbaugh
Sr prod mgr, Joe Corcoran
Prod mgr, Mark Schupp
Agency: DDB/Needham Worldwide, Chicago
Vp acct supr, Mark Liether
Sr vp mgmt rep, Bob Lachky
Acct exec, Brooke Chapman
Sr vp grp acct dir, John Greening
Vp assoc media dir, Gary Mueller
Media supr, Scott Morehead
Media plnr, Greg Field
Hispanic agency: Castor Spanish International

17. PEPSI-COLA

PepsiCo

	Media investments 1987	1986
Magazines	$ 105,300	—
Natl. Sun. mags.	—	—
Network tv	9,482,900	$4,139,800
Spot tv	42,783,100	37,881,600
Network radio	—	14,000
Spot radio	5,832,400	5,344,100
Outdoor	1,804,200	1,221,700
Network cable	1,616,600	1,094,800
Newspapers	3,092,800	1,954,100
Natl. synd.	64,800	317,200
Total	**$64,782,100**	**$51,967,300**

Marketing/brand management:
Exec vp mktg & natl sales, Mike Lorelli
Vp adv, David Ropes
Vp media, Rick Rock
Assoc media dir, Mary Ann Power
Agency: BBDO, N.Y.
Sr vp mgmt rep, Bill Katz
Vp acct supr, Jeff Mordos
Exec vp dir media srvcs, Arnie Semsky
Sr vp dir media plng srvcs, Mike Drake
Sr vp dir network tv & prog, Steve Grubbs
Sr vp-assoc media dir, Ivan Becker
Vp assoc network dir, Stu Shlossman
Media suprs, Rene Goldmuntz, Mary Ann Cunningham
Media plnr, Karen Rosner
Network buyer, Lisa McWalters
Minority Agency: Siboney Advertising, N.Y.
Gen mgr, Roger Pisani
Vp acct supr, Carla Trum
Acct exec, Melissa Quinoy
Vp media dir, Meg Bernot
Media supr, Joe Pena

18. MILLER GENUINE DRAFT BEER

Miller Brewing Co.

	Media investments 1987	1986
Magazines	$ 929,400	$ 1,456,000
Natl. Sun. mags.	—	—
Network tv	$45,065,200	29,873,200
Spot tv	4,411,200	5,953,300
Network radio	26,400	—
Spot radio	$4,651,400	269,200
Outdoor	4,700	1,000
Network cable	1,930,100	369,700
Newspapers	(No data)	(No data)
Natl. synd.	1,312,600	302,800
Total	**$58,331,000**	**38,225,200**

Marketing/brand management:
Vp brand mgmt, Robert Toledo
Grp prod dir, Jerry Schmutte
Brand mgr, Ralph Kytan
Dir adv srvcs, Robert Ward
Asst brand mgrs, Jay Lenstrom, Rob Olejniczak, J. J. Shields
Parent: Philip Morris Cos.
Agency: Backer Spielvogel Bates, N.Y.
Sr vp grp dir, Dean Scaros
Vp acct supr, Mike Russell
Acct supr, Andrew Rider
Acct execs, J.B. Raftus, Laura Lancaster
Media dir, Jay Schoenfeld
Exec vp media svces, Steve Leff
Media supr, Dave Kupiec
Black Agency: Mingo-Jones Advertising
Hispanic Agency: Mendoza, Dillon Associados,
Newport Beach, Calif.

19. MICHELOB BEER

Anheuser-Busch Inc.

	Media investments 1987	1986
Magazines	$ 1,098,400	$ 1,772,800
Natl. Sun. mags.	—	—
Network tv	34,076,000	30,328,900
Spot tv	6,807,100	7,913,900
Network radio	6,942,300	5,204,900
Spot radio	2,128,300	2,656,000
Outdoor	536,700	323,700
Network cable	3,485,800	2,493,700
Newspapers	948,000	518,200
Natl. synd.	1,238,500	655,700
Total	**$57,261,100**	**$51,867,800**

Marketing/brand management:
Exec vp dir mktg, Michael J. Roarty
Vp brand mgmt, Jack MacDonough
Vp corp media/sports mktg, Charles B. Fruit
Grp mktg mgr, Robert Goughenour
Sr brand mgr, Peter C. Rozzell
Prod mgr, Anne E. Suppiger
Agency: DDB/Needham Worldwide, Chicago
Acct supr, Peter Kuntz
Acct exec, Alan Cohen
Asst acct exec, Rich Feitler
Sr vp mgmt rep, Don Richards
Sr vp grp acct dir, John Greening
Vp assoc media dir, Geoffrey McClelland
Media supr, Matt Langan
Media plnrs, Kristin Keramidas, Sherie Fedak
Hispanic Agency: Castor Spanish Inernational

20. CHEVROLET COMPACT TRUCKS

Chevrolet Motor Division

	Media investments 1987	1986
Magazines	$11,837,500	$ 2,716,700
Natl. Sun. mags.	1,274,000	589,800
Network tv	22,705,100	13,226,700
Spot tv	5,379,600	1,734,200
Network radio	2,028,700	458,000
Spot radio*	96,700	540,900
Outdoor	—	100
Network cable	853,300	192,600
Newspapers	11,699,600	2,068,900
Natl. synd.	941,500	394,700
Total	**$56,816,000**	**$21,822,600**

*M&MD estimates

Marketing/brand management:
Gen mgr, Robert D. Burger
Gen sales & srvc mgr, Robert W. Starr
Gen mktg mgr, Michael H. Erdman
Dir area mktg, Jeffrey P. Hurlbert
Asst gen sales mgr, Edd K. Roggenkamp III

Mktg mgr-trucks, John M. Kelley
Mgr truck adv, Candace Robbins
Parent: General Motors Corp.
Agency: Campbell-Ewald, Detroit
Exec vp client srvc dir, Robert H. Schirmer
Sr vp, Dennis G. Connaughton
Grp sr vp grp mgmt suprs, John A. Barczyk (trucks), Anthony J. Hopp (area mktg)
Exec vp media srvcs dir, Louis M. Schultz
Sr vp assoc media dirs: James T. Birchfield (natl), Ronald D. Geskey (area mktg)
Sr vp mgr, Barbara A. Munro
Sr vp dir natl brdcst media, Judith E. Sawyer
Sr vp mgr local mkt media, Robert I. Mitchell II
Vp media suprs (area mktg), John A. Winkelseth, Bruce Weber, Pat Sharp, Sue Chisholm (natl)

21. NISSAN DEALERS ASSOCIATION FRANCHISE

Nissan Auto Dealers Assoc.

	Media investments 1987	1986
Magazines	—	—
Natl. Sun. mags.	—	—
Network tv	—	—
Spot tv	$51,220,400	$48,121,500
Network radio	—	—
Spot radio	4,311,500	186,600
Outdoor	4,000	14,000
Network cable	—	—
Newspapers	977,800	886,000
Natl. synd.	—	—
Total	**$56,513,700**	**$49,208,100**

Marketing/brand management:
Dir adv, Joe Opre
Natl dealer adv mgr, Scott Fessenden
Dealer adv suppt mgr, Dale Finley
Media plng mgr, Susan Furedi
Parent: Nissan Auto Dealers Assoc.
Agencies: Various

22. U.S. ARMY RECRUITING

U.S. Army Recruiting Command

	Media investments 1987	1986
Magazines	$ 7,617,900	$ 8,713,800
Natl. Sun. mags.	—	790,500
Network tv	24,892,000	29,836,100
Spot tv	5,500	1,900
Network radio	8,976,700	8,147,000
Spot radio	6,161,400	4,177,600
Outdoor	2,700	53,300
Network cable	2,636,100	1,698,600
Newspapers	1,145,300	1,269,100
Natl. synd.	1,970,000	1,630,500
Total	**$53,407,600**	**$56,318,400**

Marketing/brand management:
Adv & sales prom dir, Col. David Fabian
Deputy dir opers, adv & sales prom, Lt Col Ronald L. Morsch
Chief media & dist., Maj Greg McGuckin
Agencies: Young & Rubicam, N.Y.
Exec vp grp dir, John Glorieux
Sr vp mgmt supr, Bill Green
Vp mgmt supr, Clark Brooks
Grp media supr, Bruce Wager
Media plng suprs, Kerry Dyer, Nancy Snyder, Martha Spratley
Wunderman Worldwide, N.Y.
Direct Marketing:
Vp mgmt supr, Phil Cheeners
Vp assoc media dir, Karen Harris
Media plng supr, Carl Fremont

> **There are 60 new entries this year, 23 of which are new products.**

23. TOYOTA DEALERS ASSOCIATION FRANCHISE

Toyota Motor Corp.

	Media investments 1987	1986
Magazines	—	—
Natl. Sun. mags.	—	—
Network tv	—	—
Spot tv	$47,452,200	$36,587,400
Network radio	—	—
Spot radio	2,159,800	2,646,500
Outdoor	11,000	5,800
Network cable	—	—
Newspapers	980,300	883,800
Natl. synd.	—	—
Total	**$50,603,300**	**$40,123,500**

Marketing/brand management:
Corp mktg mgr, George Borst
Natl adv mgr, David Danzer
Adv mgrs, Kevin Flynn (TDA), Don Cecconi (trucks)
Adv admin TDA, Joy Greenlee
Agency: Saatchi & Saatchi DFS, Torrance, Calif.
Exec vp, Bob Cormier

24. HYUNDAI EXCEL

Hyundai Group

	Media investments 1987	1986
Magazines	$ 7,815,600	$ 4,736,300
Natl. Sun. mags.	—	—
Network tv	12,774,200	4,003,500
Spot tv	29,046,600	17,913,600
Network radio	—	—
Spot radio*	—	27,600
Outdoor	—	17,200
Network cable	—	—
Newspapers*	853,000	1,359,700
Natl. synd.	—	—
Total	**$50,489,400**	**$28,057,900**

*M&MD estimates

Marketing/brand management:
Dir mktg, Jack Collins
Natl adv mgr, Joe Corey
Media dlr assoc mgr, Tom Meyers
Agency: Backer Spielvogel Bates, N.Y.
Vp mgmt supr, Harry Grusche
Vp acct dirs, Bob Svete, Sal Triano
Vp media dir, Charlie Rutman
Sr acct exec, Paula Dyba

25. MERCEDES-BENZ PASSENGER CARS

Mercedes-Benz of North America

	Media investments 1987	1986
Magazines	$ 2,444,700	—
Natl. Sun. mags.	—	—
Network tv	14,646,200	$10,976,000
Spot tv	5,461,600	1,679,000
Network radio	—	—
Spot radio	7,628,900	3,541,500
Outdoor	—	—
Network cable	390,500	38,100
Newspapers	19,590,200	16,978,400
Natl. synd.	—	—
Total	**$50,162,100**	**$33,213,000**

Marketing/brand management:
Vp mktg, Hans Jordan
Gen mgr mktg comm, Gerd Klauss
Adv mgr, J. Kevin Davidson
Media supr, Janice Englishmen
Agency: McCaffrey & McCall, N.Y.
Sr vp grp dir, William Vieser
Vp acct supr, William Metzger
Sr vp media, Tom Wilson
Media dir, Julie Pinkwater

Sources for ad-spending estimates for 1987 appear on page 116.

26. RED LOBSTER RESTAURANTS

Red Lobster Inns of America

	Media investments 1987	1986
Magazines	—	—
Natl. Sun. mags.	—	—
Network tv	$36,935,500	$27,096,400
Spot tv	10,225,700	9,386,300
Network radio	—	—
Spot radio	100,900	1,226,800
Outdoor	263,600	268,100
Network cable	94,400	80,800
Newspapers	(No data)	(No data)
Natl. synd.	631,400	338,200
Total	**$48,251,500**	**$38,396,600**

Marketing/brand management:
Exec vp mktg, Mike Dimopoulos
Dir adv, Jack Linn
Mgr long-range media strategy, Leslie Fontenot
Parent: General Mills Inc.
Agency: Grey Advertising, N.Y.
Exec vp, Stew Hegleman
Sr vp, Warren Fischer
Vp mgmt supr, Thom McCarthy

27. SUBARU PASSENGER CARS

Subaru of America

	Media investments 1987	1986
Magazines	$ 3,917,000	$ 3,561,500
Natl. Sun. mags.	79,000	—
Network tv	19,874,300	10,844,700
Spot tv	13,229,700	7,352,900
Network radio	2,871,200	—
Spot radio	—	—
Outdoor	—	—
Network cable	578,800	464,700
Newspapers	6,329,100	470,200
Natl. synd.	533,400	6,500
Total	**$47,412,500**	**$22,700,500**

Marketing/brand management:
Vp mktg, David L. Sippel
Dir adv & merchan, Chris Wackman
Natl adv oper mgr, Rick Balsiger
Natl dist mktg mgr, Tom Todd
Partner: Fuji Heavy Industries
Agency: Levine, Huntley, Schmidt & Beaver Inc. N.Y.
Sr vp grp dir (natl & dist bus), Terry Bonaccolta
Subaru national account group:
Vp mgmt supr, Michael Elkisch
Acct suprs, Jerry Noonan, Bernie Lanigan
Acct exec, Elaine Romano
Asst acct exec, Cheri Stern
Vp dir media srvcs, Michael Daly
Dir plng, Ed Ronk
Print media dir, Vivian Riley
Assoc media dir, Michael Sadowsky
Media supr, Andrea Blumenthal
Media plnrs, Queenie Lee, Rob Aigner

28. EASTERN AIR LINES PASSENGER SERVICE

Eastern Air Lines Inc.

	Media investments 1987	1986
Magazines	$ 1,445,500	$ 2,010,800
Natl. Sun. mags.	131,800	67,000
Network tv	29,400	434,700
Spot tv	5,154,200	14,579,300
Network radio	—	—
Spot radio*	9,873,300	12,828,300
Outdoor	504,400	767,600
Network cable	28,900	185,400
Newspapers	30,139,800	28,970,600
Natl. synd.	19,000	—
Total	**$47,326,300**	**$59,843,700**

*M&MD estimates

Marketing/brand management:
Sr vp mktg, John W. Nelson
Mgrs, Robert A. Wolf (vacation adv), Linda Collins (bus adv), Robert de Cespedes (intl), Robert J. Bauer (sales prom)
Parent: Texas Air Corp.
Agency: Lintas:Campbell-Ewald
Sr vp dir, Robert F. Henry
Vp acct suprs, T. Steele, M. Solomon, D. McAfee
Acct supr, Jamie Holt
Sr vp assoc media dir, Robert Gervason
Sr vp media mgr, Howard Zoss
Exec vp, Joseph Karle
Sr vp assoc mgmt suprs, Warren Ruden, Michael Rogers, Gunther Saupe
Exec vp dir media srvcs, Louis M. Schultz

29. TWA PASSENGER SERVICE

Trans World Airlines Inc.

	Media investments 1987	1986
Magazines	$ 3,666,200	$ 1,902,900
Natl. Sun. mags.	136,500	179,400
Network tv	45,200	60,500
Spot tv	15,473,300	11,809,900
Network radio	—	—
Spot radio	1,744,500	2,561,700
Outdoor	193,400	85,600
Network cable	200	—
Newspapers	24,365,200	27,543,200
Natl. synd.	390,600	169,800
Total	**$46,015,100**	**$44,313,000**

Marketing/brand management:
Vp passenger mktg, Tim Brier
Dir business mktg, James Smith
Dir adv, Tracy Britten
Dir prom mktg, Kathi Trepper
Parent: Trans World Airlines Inc.
Agencies: Young & Rubicam, N.Y.
Sr vp mgmt supr, Bob Donahoe
Vp mgmt supr, Roger Chiocchi
Sr vp media dir, Ira Tumpowsky
Sr vp grp supr, Joe Mannix
Wunderman Worldwide, N.Y.
Exec vp grp dir, Worth Linen
Acct supr, Carole Wolpin
Exec vp media dir, Polly Langbort
Vp media dir, Ellen Weiss

P&G has seven brands in the list this year.

30. 7-ELEVEN FOOD STORES

Southland Corp.

	Media investments 1987	Media investments 1986
Magazines	—	$ 10,400
Natl. Sun. mags.	—	—
Network tv	$ 67,600	866,300
Spot tv	26,605,800	8,525,900
Network radio	—	—
Spot radio	16,741,100	19,039,800
Outdoor	2,197,400	2,892,500
Network cable	14,500	4,300
Newspapers	(No data)	(No data)
Natl. synd.	—	—
Total	**$45,626,400**	**$31,339,200**

Marketing/brand management:
Vp mktg, John Antioco
Mktg dir, Rod Brehm
Brand mgr, Scott Gabriele
Adv dir, Fred Bradshaw
Adv devel mgr, Marva Cathey
Media dir, Mary Lee Kilgore
Agency: Hill, Holliday, Connors, Cosmopulos, N.Y.
Sr vp grp dir, Chris Miller
Vp acct supr, Casey Jones
Acct supr, Jim Matthews
Acct exec, Gary Cohen
Sr vp media, Joe Martina
Media dir, Sheilagh Daly
Minority Agency: Castor Spanish International

The soft-drinks in the Top 200 spent an impressive $276.8 million on ads.

31. KROGER FOOD STORES

The Kroger Co.

	Media investments 1987	Media investments 1986
Magazines	$ 503,400	$BB 763,800
Natl. Sun. mags.	119,400	—
Network tv	98,300	1,846,100
Spot tv	38,685,800	35,614,100
Network radio	—	—
Spot radio	2,732,800	3,177,700
Outdoor	2,743,900	2,296,600
Network cable	277,000	295,100
Newspapers	(No data)	(No data)
Natl. synd.	—	—
Total	**$45,160,600**	**$43,993,400**

Marketing/brand management:
Vp adv, Dick Owens
Adv mgrs, (Kroger food stores) Greg Klausing, Rich McGraw
Agency: Campbell-Mithun, Chicago
Exec vp gen mgr, Marvin Goldsmith
Vp mgmt supr, Jon Wylie
Vp mgmt supr, John Kroening
Sr vp media dir, Charles Abrams

32. HARDEE'S RESTAURANTS

Hardee's Food Systems Inc.

	Media investments 1987	Media investments 1986
Magazines	$ 2,500	—
Natl. Sun. mags.	—	—
Network tv	—	—
Spot tv	39,793,100	$29,445,600
Network radio	—	58,500
Spot radio	2,847,500	2,740,000
Outdoor	1,955,100	1,617,300
Network cable	103,300	—
Newspapers	(No data)	(No data)
Natl. synd.	70,400	—
Total	**$44,771,900**	**$33,861,400**

Marketing/brand management:
Exec vp mktg, Gary L. Langstaff
Vp field mktg, Bill Lancaster
Agency: Ogilvy & Mather, N.Y.
Sr vp grp dir, Bill Gray
Sr vp assoc media dir, Alan Orlick
Vp asst media dir, Kristina Allen

33. CHEVROLET DEALERS ASSOCIATION FRANCHISE

	Media investments 1987	Media investments 1986
Magazines	—	—
Natl. Sun. mags.	—	—
Network tv	—	—
Spot tv	$39,937,400	$36,695,900
Network radio	—	—
Spot radio	429,400	1,171,000
Outdoor	1,200	3,700
Network cable	—	—
Newspapers	4,171,800	2,961,900
Natl. synd.	—	—
Total	**$44,539,800**	**$40,832,500**

Marketing/brand management:
Chevrolet Div., General Motors:
Gen mgr, Robert D. Burger
Gen sales & srvc mgr, Robert W. Starr
Gen mktg mgr, Michael H. Erdman
Asst gen sales mgr, Edd K. Roggenkamp III
Mktg mgrs, Steve D. McAvoy (passenger cars), John M. Kelley (trucks)
Mgrs adv, Danielle K. Colliver (passenger cars), Candace Robbins (trucks)
Dir area mktg, Jeff P. Hurlbert
Parent: General Motors Corp. Dealers Assoc.
Agencies: Various
Chosen by 157 dealer associations nationwide

34. DOMINO'S RESTAURANTS

Domino's Pizza Inc.

	Media investments 1987	Media investments 1986
Magazines	$ 30,400	—
Natl. Sun. mags.	—	—
Network tv	25,835,000	$19,495,800
Spot tv	15,046,700	14,223,600
Network radio	—	—
Spot radio	2,624,200	2,234,600
Outdoor	208,700	642,600
Network cable	721,700	334,100
Newspapers	(No data)	(No data)
Natl. synd.	—	—
Total	**$44,466,700**	**$36,930,700**

Marketing/brand management:
Div vp mktg, Sam Fine
Natl dir mktg, Mike Raymond
Natl dir mkt research, Margaret Olson-Cox
Natl dir pub rel, Ron Hingst
Agency: Group 243, Ann Arbor, Mich.
Pres, Janet Muhleman
Gen mgr, Bruce Smith
Mgmt dir, Henry Blank
Assoc media dir, Kathy Savitskie

35. TRUE VALUE STORES

Cotter & Co.

	Media investments 1987	1986
Magazines	$ 3,687,100	$ 4,693,100
Natl. Sun. mags.	78,000	56,300
Network tv	4,761,200	12,331,100
Spot tv	19,712,700	11,562,300
Network radio	12,488,100	10,663,100
Spot radio	1,505,000	1,264,700
Outdoor	49,100	60,800
Network cable	1,652,100	1,588,200
Newspapers	—	—
Natl. synd.	60,200	194,000
Total	**$43,993,500**	**$42,413,600**

Marketing/brand management:
Sec/treas-merch mgr, Ed Lanctot
Agency: Home Products Marketing, Chicago (in-house)
Sales prom mgr, Harry Adams
Adv mgr, Gary Coppinger

36. ADVIL PAIN RELIEVER TABLETS AND CAPSULES

Whitehall Laboratories

	Media investments 1987	1986
Magazines	—	—
Natl. Sun. mags.	—	—
Network tv	$40,457,400	$643,800
Spot tv	1,858,400	75,000
Network radio	—	—
Spot radio	—	—
Outdoor	—	—
Network cable	1,210,100	50,800
Newspapers	67,300	31,800
Natl. synd.	322,400	—
Total	**$43,915,600**	**$801,400**

Marketing/brand management:
Vp mktg, Andrew C. Davis
Grp prod mgr, Holly Crosbie-Foote
Sr prod mgrs, Bryan Pazaras, Candace Coberly
Prod mgrs, Mike Gemma, Nanske Smith
Adv dir, Steven Palmisano
Asst adv dir, Randal Knox
Parent: American Home Products Corp.
Agency: Young & Rubicam, N.Y.
Vp mgmt supr, Patrick Knisley
Acct supr, Paul Gundlach
Acct exec, Keith Geiselman, Simon Gerlin
Asst acct exec, Ritchey Banker
Sr vp media dir, Ira Tumpowsky
Vp media, Nalini Ravishankar
Media supr, Ted Conner

37. IBM PERSONAL SYSTEM/2 COMPUTERS

International Business Machines Corp.

	Media investments 1987	1986
Magazines	$12,364,400	—
Natl. Sun. mags.	—	—
Network tv	20,987,000	—
Spot tv	579,000	—
Network radio	3,724,400	—
Spot radio	255,500	—
Outdoor	600	—
Network cable	227,800	—
Newspapers*	3,577,000	—
Natl. synd.	37,800	—
Total	**$41,753,500**	—

*M&MD estimates

Marketing/brand management:
Dir adv, T.D. McGovern
Workstations/admin prods adv mgr, R.J. O'Leary
Agency: Under review
Hispanic Agency:
Hispania Advertising, N.Y.
Sr vp grp dir, Caroline Demy
Vp acct supr, Marta Perdes-Gerdes
Acct supr, Andre Doren
Acct execs, Crichton Adams, Ivan Pichardo
Media dir, Carlos Cintron

38. BUICK PASSENGER CARS

General Motors Corp.

	Media investments 1987	1986
Magazines	$ 7,672,400	$ 865,000
Natl. Sun. mags.	304,400	19,800
Network tv	18,008,500	8,170,900
Spot tv	8,889,300	1,315,900
Network radio	2,908,600	1,244,400
Spot radio	—	—
Outdoor	500	17,000
Network cable	472,900	357,500
Newspapers	3,290,500	2,239,800
Natl. synd.	—	—
Total	**$41,547,100**	**$14,230,300**

Marketing/brand management:
Gen mktg mgr, Darwin Clark
Gen dir adv, Jay Qualman
Gen dir div mktg, John Dabels
Vp gen mgr, E.H. Mertz
Gen sales & srvcs mgr, R.E. Coletta
Agency: McCann-Erickson, Troy, Mich.
Sr vp grp dir, Richard A. Hill
Vp acct suprs, James Moore, Glynn Armitage
Acct execs, Robert Cleary, John Holowaty, Robert Schneider, Jerry Fronczak
Sr vp media, W. Brien Schweikart
Vp assoc media dir, Helen Seligman

39. HYUNDAI DEALERS ASSOCIATION FRANCHISE

Hyundai Motor of America

	Media investments 1987	1986
Magazines	—	—
Natl. Sun. mags.	—	—
Network tv	—	—
Spot tv	$36,042,300	$21,606,100
Network radio	—	—
Spot radio	4,802,400	—
Outdoor	—	—
Network cable	—	—
Newspapers	64,200	188,800
Natl. synd.	—	—
Total	**$40,908,900**	**$21,794,900**

Marketing/brand management:
Dir mktg, Jack Collins
Natl adv mgr, Joe Corey
Media dlr assoc mgr, Tom Meyers
Agency: Backer Spielvogel Bates, N.Y.
Sr vp mgmt supr, Jim SanFilippo
Vp acct dirs, Jim Cooper, Ron Rogginger, Larry Saunders, Mike Vidor

40. CBS TV NETWORK

CBS/Broadcast Group

	Media investments 1987	1986
Magazines	$29,314,800	$27,154,300
Natl. Sun. mags.	1,492,200	1,021,100
Network tv	—	—
Spot tv	52,800	40,300
Network radio	1,151,100	556,800
Spot radio	2,491,700	3,238,400
Outdoor	5,200	—
Network cable	172,100	43,700
Newspapers*	6,126,000	7,811,100
Natl. synd.	—	—
Total	**$40,805,900**	**$39,865,700**

*M&MD estimates

Marketing/brand management:
CBS TV Network, CBS News, CBS Sports, CBS Broadcast International:
Vp adv & prom, Michael Mischler
Vp adv & prom-East Coast, Bruce Weiner
Vp adv & prom-West Coast, Jerry Goldberg
Parent: CBS Inc.
Agency: Backer Spielvogel Bates, N.Y.
Exec vp mgmt supr, Dean Scaros
Vp mgmt supr, Tom Cotton
Sr vp grp media dir, Alain Zutter
Vp acct dir, Phyllies Wreagh (L.A.)

Kellogg's has four entries new to The Top 200.

41. MIDAS MUFFLER & BRAKE SHOPS

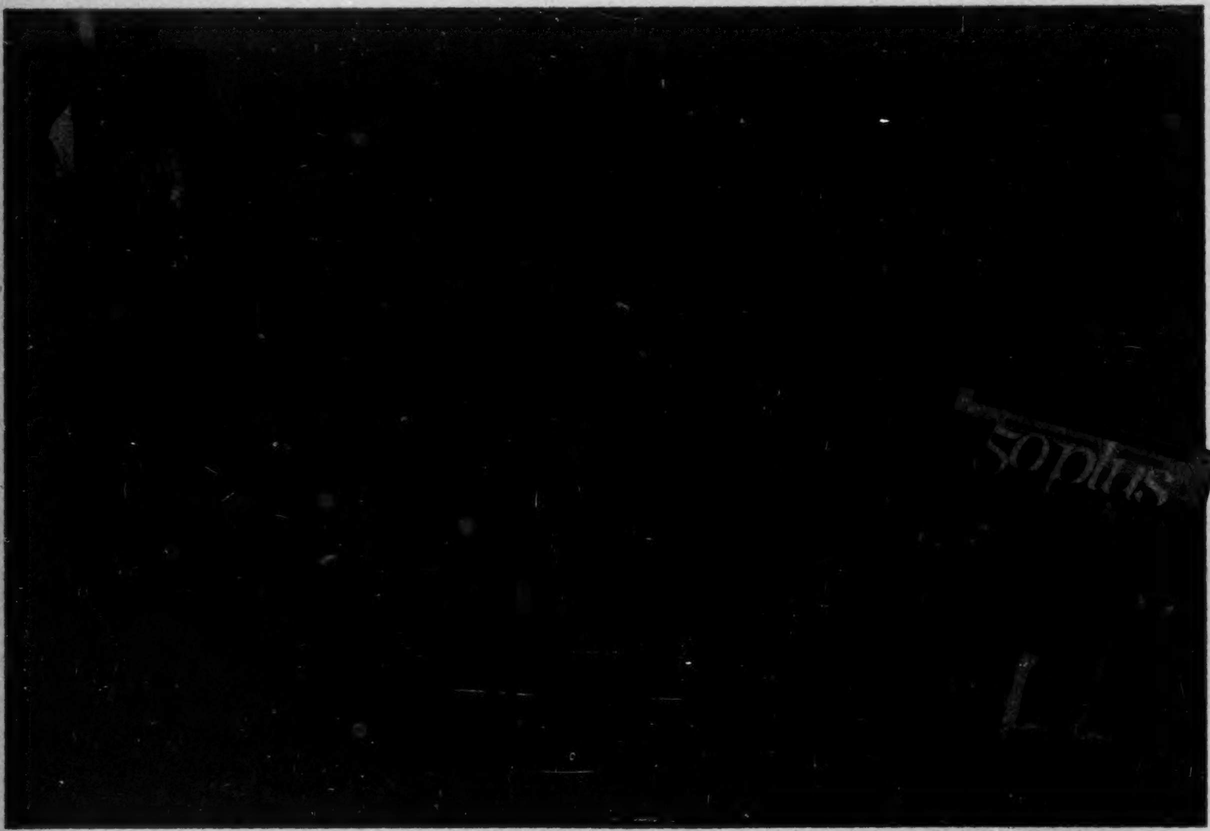
Midas International Corp.

	Media investments 1987	1986
Magazines	—	—
Natl. Sun. mags.	—	—
Network tv	$12,250,600	$15,265,400
Spot tv	21,680,200	20,808,400
Network radio	—	—
Spot radio	6,307,700	6,341,300
Outdoor	80,300	58,400
Network cable	—	—
Newspapers	(No data)	(No data)
Natl. synd.	—	—
Total	**$40,318,800**	**$42,473,500**

Marketing/brand management:
Sr vp franchise oper & mktg, Russ Richards
Vp mktg, Ralph Linder
Adv mgr, Karen Greco
Adv srvc mgr, Dan Hull
Parent: IC Industries Inc.
Agency: Wells, Rich, Greene, Chicago
Pres acct grp dir, Larry Singer
Vp natl acct supr, Earl Arnold
Sr vp dir fld srvc, Stan Flaum
Sr vp media dir, Jill Cassorla
Assoc media dir, Constance MacTaggart

42. OLDSMOBILE DEALERS ASSOCIATIONS

	Media investments 1987	1986
Magazines	$ 17,200	—
Natl. Sun. mags.	—	—
Network tv	—	—
Spot tv	37,145,700	$36,532,100
Network radio	—	—
Spot radio	7,300	201,200
Outdoor	36,300	—
Network cable	—	—
Newspapers	3,028,400	4,296,700
Natl. synd.	—	—
Total	**$40,234,900**	**$41,030,000**



Marketing/brand management:
Gen mgr, W. W. Lane
Gen sales & srvc mgr, D. E. Lahti
Gen mktg mgr, W. E. Christell
Dir field mktg, R. B. Jarboe
Mgr consumer adv, R. J. Billings
Adv mgr, G. W. Card
Parent: General Motors Corp.
Agencies: Various
Some 140 dealer associations nationwide are represented by about 80 agencies.

43. IBM CORP. GENERAL PROMOTION

International Business Machines Corp.

	Media investments 1987	1986
Magazines	$ 8,823,700	$ 6,827,600
Natl. Sun. mags.	270,500	508,500
Network tv	29,407,300	18,743,600
Spot tv	817,200	1,292,700
Network radio	172,800	249,400
Spot radio	180,200	1,674,100
Outdoor	8,900	—
Network cable	108,500	323,600
Newspapers	395,300	67,100
Natl. synd.	—	—
Total	**$40,184,400**	**$29,686,600**

Marketing/brand management:
Dir adv & prom, C. C. LaRoche
Dir adv & prom oper, J. F. King
Dir adv pgms, W. P. Barton
Mgr tv adv & prom, M. C. Gury
Mgr print adv, M. B. Gordon
Agency: Under review

44. ABC TV NETWORK

Capital Cities/ABC, Inc.

	Media investments 1987	1986
Magazines	$24,608,900	$24,134,700
Natl. Sun. mags.	855,000	494,000
Network tv	—	—
Spot tv	2,700	4,300
Network radio	6,000	255,900
Spot radio	9,182,500	7,588,400
Outdoor	32,500	10,400
Network cable	1,706,400	605,300
Newspapers*	3,437,000	6,693,700
Natl. synd.	—	—
Total	**$39,831,000**	**$39,786,700**

*MM&D estimates

Marketing/brand management:
Vp affiliate mktg srvcs, Pete Barrett (N.Y.)
Dirs adv, Jill Green, Eric Belcher (L.A.)
Vp creative adv, Mark Zakarin (L.A.)
Vp on-air prom, Stu Brower (L.A.)
Agencies: Bozell, Jacobs, Kenyon & Eckhardt, N.Y.
(News)
Vp mgmt, John Fenton
Vp, acct supr, Gordon Peterson
Sr vp media dir, Joel Kushins
Vp assoc media dir, Andrea Weinreb
Lois Pitts Gershon Pon/GGK, N.Y.
(Sports)
Gen mgr, John Tracosas
Acct supr, Andy Brief
Media dir, Tony O'Haire
Grey, New York
(Entertainment programing)
Exec vp media & prog, Alec Gerster
Exec vp, Donald Foley

45. NORTHWEST AIRLINES PASSENGER

NWA Inc.

	Media investments 1987	1986
Magazines	$ 7,404,500	$ 8,219,300
Natl. Sun. mags.	139,200	144,400
Network tv	17,108,200	938,300
Spot tv	2,648,400	3,313,200
Network radio	427,200	587,000
Spot radio	2,263,700	2,290,000
Outdoor	977,500	832,400
Network cable	894,700	115,500
Newspapers	7,177,900	4,432,000
Natl. synd.	28,000	67,100
Total	**$39,069,300**	**$20,939,200**

Marketing/brand management:
Exec vp mktg, A. B. Magary
Vp mktg programs, John W. Temple
Sr dir mktg comm, Judith E. Mitchell
Mgr consumer mktg comm, Randi Yoder
Agency: Saatchi & Saatchi DFS, N.Y.
Exec vp mgmt dir, Michael Keeshan
Sr vp mgmt suprs, Cody Dalton (N.Y.), Peter Levitan (Minneapolis)
Sr vp assoc media dir, Ira Weinblatt
Vp assoc media dir, Don Morrison
Media supr, Phil Moore

46. PONTIAC DEALERS ASSOCIATION FRANCHISE

	Media investments 1987	1986
Magazines	—	—
Natl. Sun. mags.	—	—
Network tv	—	—
Spot tv	$38,179,200	$35,698,300
Network radio	—	—
Spot radio	160,300	419,600
Outdoor	17,000	46,500
Network cable	—	—
Newspapers	505,700	604,100
Natl. synd.	—	—
Total	**$38,862,200**	**$36,768,500**

Marketing/brand management:
Gen mgr, J. Michael Losh
Gen sales & srvc mgr, E. M. Schlesinger
Dir mktg, J. D. Murray
Natl & dealer adv, E. H. Smith
Dealer mktg grps mgrs: (East, South) L. K. Anderson, (Central, West) M. M. Dilworth
Parent: General Motors Corp.
Agencies: Various

47. COORS LIGHT BEER

Adolph Coors Co.

	Media investments 1987	1986
Magazines	$ 446,200	—
Natl. Sun. mags.	—	—
Network tv	23,100,600	$19,119,500
Spot tv	8,762,200	10,498,300
Network radio	—	—
Spot radio	3,165,800	2,300,700
Outdoor	593,900	309,500
Network cable	532,300	673,900
Newspapers	110,700	56,300
Natl. synd.	1,264,500	46,800
Total	**$37,976,200**	**$33,005,000**

Marketing/brand management:
Exec vp sales & mktg, Robert A. Recholtz
Vp brand mktg, Gary Naifeh
Brand dir, June Smith
Brand mgr, Bob McBride
Vp intl mktg devel, Rob Klugman
Agencies: Foote, Cone & Belding, Chicago
Sr vp grp acct dir, Bill Melzer
Sr vp acct dir, Dave Haan
Vp acct dir, Larry McIntosh
Acct dir, Pam Crowson-Brash

Acct execs, John Malkin, Patrick Conboy, Geoff Adaire, Malcom Campbell, Peter Curran
Sr vp media, Fred Wray
Vp grp media dir, Kent Vlautin
Media suprs, Mary Salmich, Judith Salas
GSD&M, Austin, TX
Chmn, Steve Gurasich
Sr vp, Chuck Grady
Dir Hispanic srvcs, Raoul Rodriguez
Corp & pub affairs dir, Hank Olguin
Vp assoc media dir, Tina Williamson

48. DIET PEPSI SOFT DRINK

PepsiCo

	Media investments 1987	1986
Magazines	—	$ 526,600
Natl. Sun. mags.	—	—
Network tv	$ 5,411,700	6,294,200
Spot tv	29,377,000	24,566,200
Network radio	—	—
Spot radio	2,081,600	2,320,300
Outdoor	56,600	44,100
Network cable	512,200	95,400
Newspapers	226,800	375,700
Natl. synd.	76,800	179,400
Total	**$37,742,700**	**$34,401,900**

Marketing/brand management:
Exec vp mktg & natl sales, Mike Lorelli
Vp mktg srvcs, John Moorhead
Adv mgr, Peter Foulds
Vp media, Rich Rock
Assoc media dir, Mary Ann Power
Agency: BBDO, New York
Sr vp mgmt rep, Bill Katz
Exec vp dir media srvcs, Arnie Semsky
Sr vp dir media plng srvcs, Mike Drake
Sr vp dir network tv & prog, Steve Grubbs
Sr vp assoc media dir, Ivan Becker
Vp acct supr, Andy Russem
Vp assoc network dir, Stu Shlossman
Media suprs, Rene Goldmuntz, Mary Ann Cunningham
Media plnr, Karen Rosner
Network buyer, Lisa McWalters
Hispanic agency: Siboney Advertising
Gen mgr, Roger Pisani
Vp acct supr, Carla Trum
Acct exec, Melissa Quinoy
Vp media dir, Meg Bernot
Media supr, Joe Pena

49. PAN AM AIRLINES PASSENGER SERVICE

Pan American World Airways Inc.

	Media investments 1987	1986
Magazines	$ 2,985,900	$ 3,230,700
Natl. Sun. mags.	442,200	453,100
Network tv	—	16,000
Spot tv	8,834,700	3,510,100
Network radio	—	—
Spot radio	2,273,000	1,941,500
Outdoor	881,400	918,000
Network cable	22,600	302,200
Newspapers	21,388,900	18,217,700
Natl. synd.	753,800	—
Total	**$37,582,500**	**$28,589,300**

Marketing/brand management:
Sr vp mktg, Peter McHugh
Gen mgr adv & mktg progs, John Bloodworth
US adv dir, Robert Morris
Dir intl adv, Randy Harmon
Agency: Wells, Rich, Greene, N.Y.
Exec vp, Andre van Strom
Exec vp mgmt supr (Pan Am Domestic), Eileen McKenna
Acct suprs, L. Farrand, B. Lazetera, C. Holmes, J. Carlson, A. DeFranco, Cheryl Fraser

50. CHEVROLET CORSICA

General Motors Corp.

	Media investments 1987	1986
Magazines	$ 8,102,800	—
Natl. Sun. mags.	2,135,000	—
Network tv	16,603,300	—
Spot tv	6,403,800	—
Network radio	—	—
Spot radio	—	—
Outdoor	4,700	—
Network cable	136,700	—
Newspapers	3,942,800	—
Natl. synd.	234,200	—
Total	**$37,563,300**	—

Marketing/brand management:
Mgr adv passenger cars, Danielle Colliver
Mktg mgr passenger cars, Steve D. McAvoy
Gen mktg mgr, Mike Erdman
Natl mktg mgr, passenger car merchandising, John C. Burrow
Agency: Lintas:Campbell-Ewald, Warren, MI
Sr vp grp dir, Jeffrey T. Seregny
Sr vp acct supr, Michael J. Ryan
Acct supr, David C. Scott
Acct exec, Paul L. Corona
Media dir, Louis M. Schultz
Sr vp assoc media dir, James T. Birchfield
Sr vp mgr, Barbara Munro

51. PONTIAC PASSENGER CARS

Pontiac Motor Division

	Media investments 1987	1986
Magazines	—	—
Natl. Sun. mags.	—	—
Network tv	$20,169,200	$4,410,700
Spot tv	6,402,800	1,962,700
Network radio	1,718,900	131,700
Spot radio	—	—
Outdoor	32,600	89,700
Network cable	28,000	45,100
Newspapers	8,534,800	1,414,800
Natl. synd.	611,900	—
Total	**$37,498,200**	**$8,054,700**

The Index to the Top 200 is on page 50.

Marketing/brand management:
Gen mgr, J. Michael Losh
Gen sales & srvc mgr, E. M. Schlesinger
Dir mktg, J. D. Murray
Natl & dlr adv, E. H. Smith
Dir mktg grp mgrs, L. K. Anderson, M. M. Dilworth
Parent: General Motors Corp.
Agency: DMB&B, Bloomfield Hills, Mich.
Sr vp mgmt supr, Mark Gjovik
Acct mgr, Pat Brown
Acct suprs, Mike Valant, Art Pepin
Sr acct exec, Richard Halladay
Acct execs, Terry Reed, Bob Nicholls, Jim Holman, Steve Brown, Michael Talovich
Acct coor, Mary Murphy
Sr vp dir media srvcs, George Rogers
Vp media dir, Jim Gagen

52. FORD PASSENGER CARS

(multi-product ads)

Ford Motor Division

	Media investments 1987	Media investments 1986
Magazines	$ 205,000	$ 1,283,700
Natl. Sun. mags.	—	—
Network tv	16,389,900	11,086,200
Spot tv	6,756,600	9,538,900
Network radio	79,600	—
Spot radio	163,500	434,200
Outdoor	465,800	372,600
Network cable	456,800	239,100
Newspapers	12,720,800	5,653,800
Natl. synd.	186,900	527,300
Total	**$37,424,900**	**$29,135,800**

Marketing/brand management:
Vp gen mgr, T.J. Wagner
Gen mktg mgr, P.M. Novell
Adv mgr, John Vanderzee
Car ad mgr, R. J. Gillooly
Dealer ad mgr, R.W. Lisenby
Media mgr, R.C. Halseth
Parent: Ford Motor Co.
Agency: J. Walter Thompson, Detroit
Exec vp gm, Peter Schweitzer
Sr vp mgmt dir, Chuck Balestrino
Sr vp crtv dir, Richard Howting
Sr vp dir mktg srvcs, Robert Gamble
Sr vp bdcst supr, Ron Fredrick
Media dir, Bob Reuschle
Vp car & truck grp media dir, Paul Hunt
Vp grp media dir (cars), Howard Spokes
Sr vp grp media dir net brdcst, Ron Frederick
Hispanic agency: Hispania Advertising, N.Y.
Sr vp grp dir, Carline Demy
Vp acct supr, Marta Perdes-Gerdes
Acct supr, Andre Doren
Acct execs, Crichton Adams, Ivan Pichardo
Media dir, Carlos Cintron
Black agency:
Burrell Advertising, Chicago
Sr vp grp dir, C. Curry
Acct supr, Robert Jackson
Sr vp media, Nick Howse
Assoc media dir, Zeline Kelly

53. DIET COKE SOFT DRINK

Coca-Cola USA

	Media investments 1987	Media investments 1986
Magazines	$ 631,000	$ 189,800
Natl. Sun. mags.	—	—
Network tv	18,748,900	18,612,300
Spot tv	11,733,000	13,542,100
Network radio	56,400	—
Spot radio	1,923,400	1,675,000
Outdoor	54,400	65,700
Network cable	1,157,300	822,300
Newspapers	182,300	228,200
Natl. synd.	2,917,800	1,543,600
Total	**$37,404,500**	**$36,679,000**

Marketing/brand management:
Vp adv assoc dir mktg, Michael Beindorff
Grp brand mgr, Jayar Daily
Brand mgr, Jan Spring
Asst brand mgr, Theresa Irby
Mgr corp media, John M. Drollinger
Parent: Coca-Cola Co.
Agency: Lintas:New York
Exec vp, F. Stone Roberts
Sr vp mgmt supr, Donald Lenehan
Vp acct supr, Becky Broers
Acct exec, Roger Fishman
Sr vp mgr media plng, Dave Platt
Vp assoc media dir, Sharon Menking
Asst media dir, Lloyd Weber
Black agency: Burrell Advertising
Sr vp gm Sarah Burroughs
Vp acct exec, Neva Richardson
Vp media dir, Nick Howse
Media supr, Michelle Garner
Hispanic agency: Castor Spanish International

54. BARTLES & JAYMES WINE COOLER

E & J Gallo Winery

	Media investments 1987	Media investments 1986
Magazines	—	—
Natl. Sun. mags.	—	—
Network tv	$32,338,900	$26,582,600
Spot tv	1,092,300	3,759,600
Network radio	—	—
Spot radio	136,200	721,500
Outdoor	—	—
Network cable	76,900	27,200
Newspapers	101,900	82,500
Natl. synd.	3,440,000	156,100
Total	**$37,186,200**	**31,329,500**

Marketing/brand management:
Vp mktg, David Gallo
Vp brand mgmt, Gerry Glasgow
Sr brand mgr, Dick Haasnoot
Vp media dir, Sue McClelland
Dir corp comm, Dan Solomon
Parent: E. & J. Gallo Winery
Agency: Was Hal Riney & Partners, San Francisco until 12/87. New agency tba.

55. NUPRIN PAIN RELIEF FORMULA TABLETS

Bristol-Myers Co.

	Media investments 1987	Media investments 1986
Magazines	$ 1,904,200	$ 4,887,600
Natl. Sun. mags.	40,700	55,300
Network tv	28,683,000	30,035,100
Spot tv	611,000	426,400
Network radio	—	—
Spot radio	—	—
Outdoor	—	—
Network cable	945,900	851,600
Newspapers	84,300	70,700
Natl. synd.	4,826,400	1,680,500
Total	**$37,095,500**	**$38,007,200**

Marketing/brand management:
Sr vp sales & mktg, Stephen Bear
Grp prod mgr, Patricia Kriger
Mktg dir, Beth Culligan
Agency: Grey, N.Y.
Exec vp, Herb Lieberman
Exec vp media & prog srvcs, Alec Gerster

56. DISCOVER CREDIT CARD SERVICE

Sears Roebuck & Co.

	Media investments 1987	Media investments 1986
Magazines	$ 4,316,300	$ 7,022,700
Natl. Sun. mags.	—	—
Network tv	20,419,500	22,022,800
Spot tv	5,156,200	3,207,600
Network radio	4,885,800	2,568,900
Spot radio	10,000	285,000
Outdoor	52,700	67,900
Network cable	610,300	135,400
Newspapers	(No data)	(No data)
Natl. synd.	779,600	272,200
Total	**$36,230,400**	**$35,582,500**

Marketing/brand management:
Dir grp mktg, Nancy Donovan

First vp corp adv, Bill Walsh
Discover Card adv, Ernie Campo
Agencies: DDB Needham Worldwide, Chicago
Sr vp grp acct dir, Tom Hanft
Sr acct supr, Elaine Roach
Acct supr, Tony Priore
Acct exec, Kathy Kneip
Vp assoc media dir, Geoff McClelland
Media supr, Jeff Rezzuto
Vince Cullers Advertising
Pres crtv dir, Vince Cullers
Vp acct supr, George Boykin
Sr media dir, Jeff Cullers
Acct media dir, Steve Pickett

Fast-food entries fell from 14 in 1986 to 11 this year.

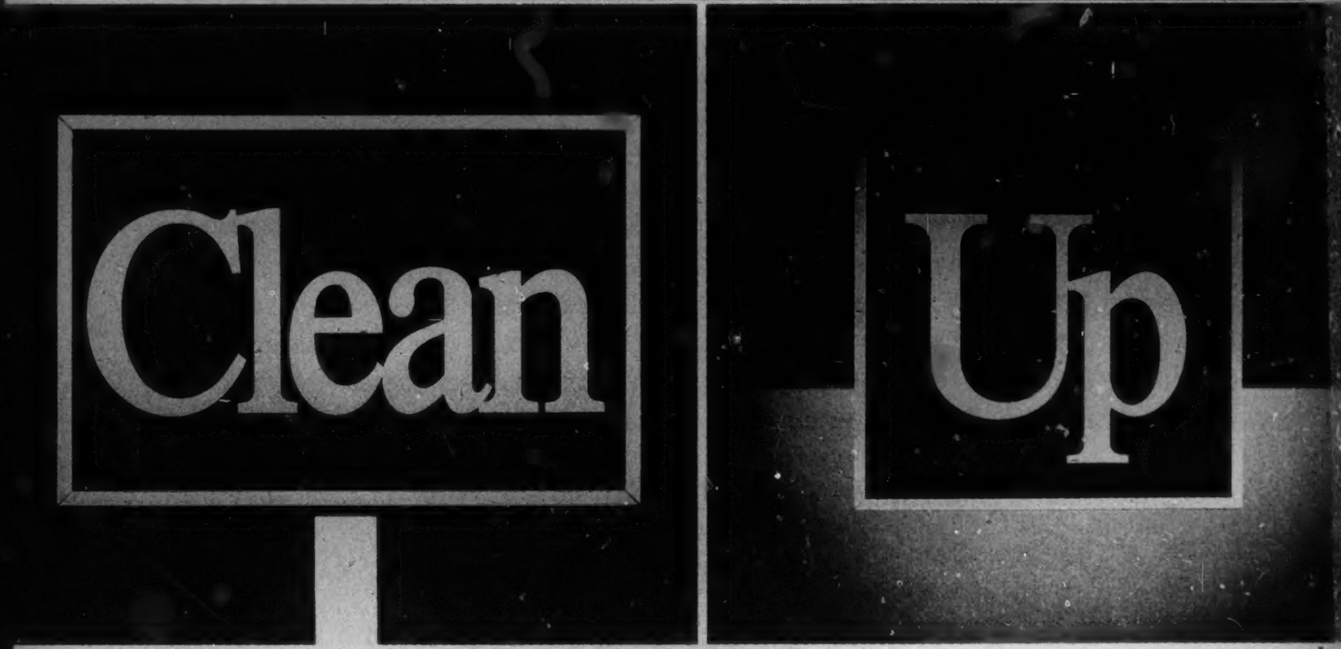
57. NBC TV NETWORK
National Broadcasting Co.

	Media investments 1987	Media investments 1986
Magazines	$25,264,600	$24,005,900
Natl. Sun. mags.	257,600	379,600
Network tv	—	—
Spot tv	6,900	200
Network radio	3,030,600	2,012,300
Spot radio	328,800	349,200
Outdoor	217,900	69,900
Network cable	86,900	21,200
Newspapers	6,987,800	8,093,600
Natl. synd.	—	—
Total	**$36,181,100**	**$34,931,900**

Marketing/brand management:
Vp adv & prom, John Miller (Burbank)
Vp media plng & prom srvcs, Paul Wang (Burbank)
Vp east coast adv, Tim Miller (N.Y.)
Dir media plng, Marla Goldstein (Burbank)
Parent: General Electric Co.
Agency: AC&R/DHB & Bess, L.A./N.Y.
Exec vp media, Cheryl Lodinger (N.Y.)
Sr vp mgmt supr, Vito Mandato (L.A.)
Media plnr, Cheryl Idell (L.A.)
Media buyer, Nicky Shapiro (L.A.)
Movies of the week & mini series:
Acct supr-crtv dir, Stephanie Iten (L.A.)

58. AT&T INTERNATIONAL LONG DISTANCE SERVICE
American Telephone & Telegraph Co.

	Media investments 1987	Media investments 1986
Magazines	$14,823,400	$15,176,400
Natl. Sun. mags.	738,200	824,400
Network tv	—	2,090,200
Spot tv	13,404,300	17,140,300
Network radio	3,214,900	623,600
Spot radio	—	—



To build a sharp, professional image, you have to build a consistent one. For all types of signage and displays, interior and exterior graphics, plain or intricate designs, there's no way to produce a more consistent look than with Image Graphics from 3M.

No matter how many different places you need to be seen in, 3M colors are always vibrant and consistent. And they're made to stay that way, year after year after year.

3M Image Graphics are durable. Abrasion, fade, peel, impact and chemical resistant, too. That's because our Scotchcal, Controltac™ and reflective Scotchlite™ films, our Panaflex™ substrates, and our Scotchcal marking

Outdoor	—	—
Network cable	320,100	879,900
Newspapers*	3,330,500	4,349,100
Natl. synd.	35,600	36,900
Total	**$35,867,000**	**$41,120,800**

*M&MD estimates

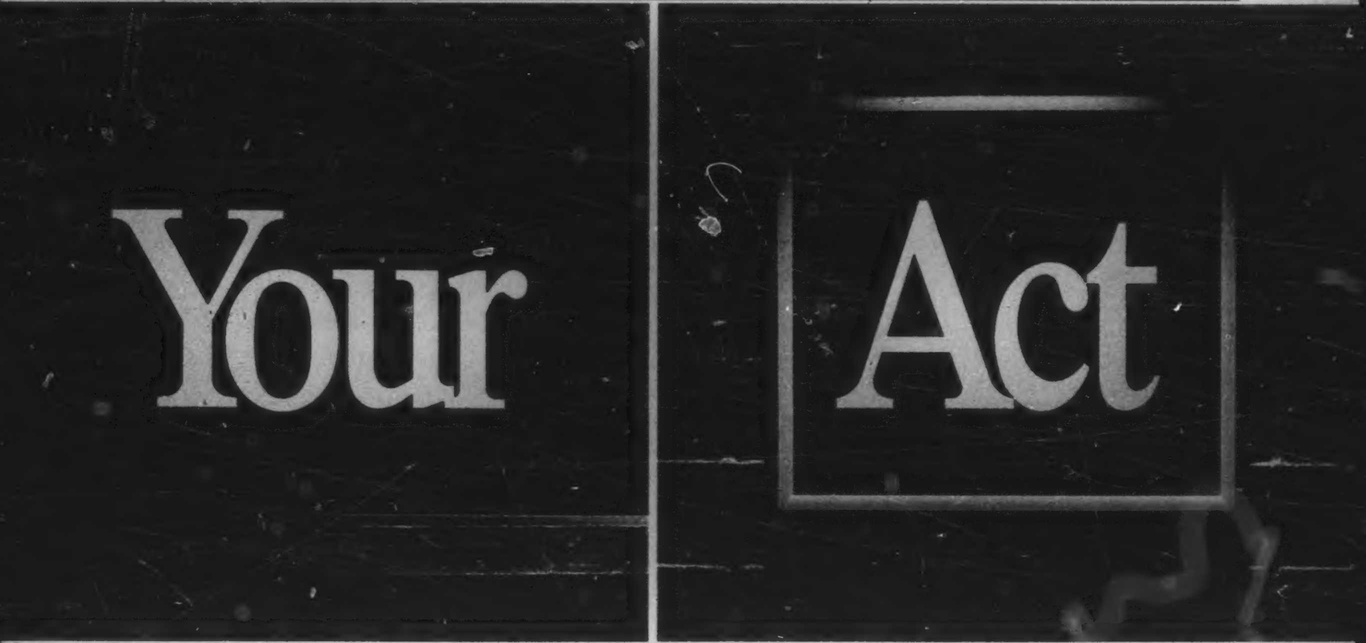
Marketing/brand management:
Adv dir, K. M. Armstrong
Div mgr-intl, Jackie Woodall
District mgr-intl, Jennifer McVea
Dir-intl mktg, Rod Sturm
Agency: Young & Rubicam, N.Y.
Exec vp grp dir, M. Lowenstein
Sr vp mgmt supr, Barbara Jack
Vp mgmt supr, Jonas Wagner
Hispanic Agency: Bermudez Associates
Sr acct exec, Ava Overstreet

59. SEARS MISCELLANEOUS BRANDS

Sears Roebuck & Co.

	Media investments 1987	1986
Magazines	$ 1,467,200	$ 934,500
Natl. Sun. mags.	1,010,500	179,100
Network tv	4,376,800	18,356,600
Spot tv	7,917,000	8,389,900
Network radio	12,458,900	9,711,000
Spot radio	8,190,800	11,702,900
Outdoor	289,200	120,800
Network cable	87,500	206,100
Newspapers	no data	no data
Natl. synd.	—	128,900
Total	**$35,797,900**	**$49,729,800**

Marketing/brand management:
Mgr admin & oper, William Cora
Natl retail adv mgr, S. Scott Harding
Natl adv srvc mgr, Celeste Gosman
Mgr natl media srvc, Bernie Miller
Mgr bdcst oper, Barbara Drier
Vp mktg, Thomas Morris
Retail mktg mgr, Donald Holmes
Natl catalog adv mgr, Ronald Ramseyer
Agencies: Ogilvy & Mather, Chicago
(retail and catalog advertising, network tv, network radio, spot tv and spot radio)
Exec vp-Pres (Chicago), Bill Whitney
Sr vp mging dir, Wim Slootweg
Sr vp gen mgr, Bruce Beach
Sr vp client srvc dir, Al Mager
Vp-mgmt suprs, Dan Delaney, Bruce Jas[illegible]da,
Acct suprs, Jeff Totaro, Paula Serios, Ole Riise,Brian Kelly, Ann Sundet
Sr vp, media dir, Tom Bell
Dir local brdcst, Jacque O'Connor
Dir natl brdcst, Kay Durkin
Vp assoc media dir, Marilyn Kelly
Media suprs, Dave Rasmussen, Dave Flockencier
Media plnrs, Roman Martens, Jill Lamgan, Lori Segal
Asst plnrs, JoAnn Farrington, Vicki Brummond, Robin Sprague



inks are all specifically designed to work together in a Matched Component System. And when your 3M Image Graphics supplier puts it all together, every finished graphic marking is covered up to seven years with an MCS warranty.

MCS WARRANTY

Find out how you can make your business more consistent.

For information, or the name of the Image Graphics supplier near you, write 3M Commercial Graphics Division, Bldg. 220-6W-06, St. Paul, MN 55144 or call (612) 733-9111. And, in Canada call (519) 452-6175.

IMAGE GRAPHICS FROM 3M

©1988, 3M "Scotchcal," "Controltac," "Scotchlite" and "Panaflex" are trademarks of 3M.

3M

Hispania Advertising Inc., N.Y.
Sr vp grp dir, Caroline Demy
Vp acct supr, Marta Perdes-Gerdes
Acct supr, Andre Doren
Acct execs, Crichton Adams, Ivan Pichardo
Media dir, Carlos Cintron
Vince Cullers Advertising, Chicago
Acct supr, George Boykin
Acct exec, Steve Pickett
Sr vp media dir, Jeff Cullers
Media dir, Ed Renno

60. COCA-COLA CLASSIC
Coca-Cola USA

	Media investments 1987	1986
Magazines	$ 323,300	$ 196,000
Natl. Sun. mags.	—	—
Network tv	15,743,600	6,626,400
Spot tv	13,302,600	11,931,600
Network radio	390,900	4,500
Spot radio	2,067,900	472,500
Outdoor	69,500	204,900
Network cable	1,380,500	805,000
Newspapers	(No data)	(No data)
Natl. synd.	2,377,000	919,800
Total	**$35,655,300**	**$21,160,700**

Marketing/brand management:
Vp adv assoc dir mktg, Michael Beindorff
Grp mktg dir, Jayar Daily
Brand mgr, Mike French
Assoc brand mgr, Nancy Gibson
Dir consumer research, Jerry Payne
Vp black & Hispanic mktg, Chuck Morrison
Dir mktg srvcs, Ken Craft
Vp corp media dir, Willian H. Lynn
Mgr corp media, John M. Drollinger
Agency: McCann-Erickson, N.Y.
Exec vp gen mgr, John Dooner
Exec vp dep gen mgr, Gene O'Sullivan
Vp acct supr, Bill Grogan
Acct execs: Nancy Bamberger, Kristine Swanson
Exec vp worldwide media srvcs, Gordon Link
Exec vp natl media dir, Ira Carlin
Sr vp plng mgr, George Hayes
Vp assoc media dir, Kevin Mannion
Vp media grp head, Ray Moorehead
Vp worldwide coor, Ron Hatcher
Media plnr, Robert Patton
Worldwide coors: Bill Van Ingen, Liz Samurovich

Coke Classic's spending jumped 69% in 1987.

Black agency: Burrell Advertising
Sr vp gm, Sarah Burroughs
Vp acct supr, Neva Richardson
Vp media dir, Nick Howse
Media supr, Michelle Garner
Hispanic agency: Castor Spanish International
Pres, Castor Fernandez
Acct exec, Larry Galindo

61. TOYOTA COMPACT TRUCKS
Toyota Motor Corp.

	Media investments 1987	1986
Magazines	$ 3,188,600	$ 2,337,900
Natl. Sun. mags.	—	286,400
Network tv	11,297,900	11,005,800
Spot tv	16,709,100	29,668,600
Network radio	—	—
Spot radio*	893,400	2,049,600
Outdoor	615,600	615,300
Network cable	810,600	2,030,600
Newspapers	1,243,800	3,214,100
Natl. synd.	749,100	105,600
Total	**$35,508,100**	**$51,313,900**

*M&MD estimates

Marketing/brand management:
Corp mktg mgr, George Borst
Natl adv mgr, David Danzer
Adv mgr trucks, Don Cecconi
Adv admin-trucks, Mark Gelfond
Agency: Saatchi & Saatchi DFS, Torrance, Calif.
Exec vp mgmt dir, Joe Cronin
Sr vp grp acct supr, David Doyle
Acct execs, Cory Basso, Andy Block
Sr vp dir media oper, Richard Weigand
Sr vp media dir, Nora Lapham
Assoc media dir, Katherine Jaris

62. MEDIPREN PAIN RELIEVER TABLETS & CAPLETS
McNeil Consumer Products

	Media investments 1987	1986
Magazines	$ 549,600	—
Natl. Sun. mags.	—	—
Network tv	30,275,000	$10,523,200
Spot tv	1,145,700	271,800
Network radio	—	—
Spot radio	—	779,700
Outdoor	—	—
Network cable	890,600	492,300
Newspapers	101,700	—
Natl. synd.	2,524,400	130,200
Total	**$35,487,000**	**$12,197,200**

Marketing/brand management:
Pres, Chandler D. Simonds
Dir of prod mgmt, James T. Lenehan
Grp prod dir, William A. Slivka
Prod dir, Carole J. Kahrs
Asst prod dirs, Tracy S. Marsh, Dairine M. Walsh
Parent: Johnson & Johnson
Agency: Lowe Marschalk, N.Y.
Sr vp mgmt supr, Tom Kuhn
Vp acct supr, Rob Petersen
Acct exec, Catta Morris
Asst acct exec, Linda Seymour
Exec vp media dir, Stephen M. Segal
Assoc media dir, Frank Holland
Media supr, Ikuo Komae
Sr media plnr, Julie Zuckerman

63. HALLMARK CARDS
Hallmark Cards, Inc.

	Media investments 1987	1986
Magazines	$ 250,000	$ 363,800
Natl. Sun. mags.	—	—
Network tv	24,523,100	18,406,500
Spot tv	465,300	1,372,700
Network radio	—	—
Spot radio	2,425,600	255,100
Outdoor	1,200	—
Network cable	34,500	—
Newspapers	7,516,400	1,470,200
Natl. synd.	214,500	1,447,500
Total	**$35,430,600**	**$23,315,800**

Marketing/brand management:
Grp vp-Hallmark brand, Tom Johnston
Vp Hallmark greeting-card prods,

Homer Evans
Vp specialty prods, Buddy Jones
Vp adv & prom, Brad Moore
Mgr natl & retail adv, Ira Stolzer
Agency: Ogilvy & Mather, N.Y.
Sr vp grp dir, Mike Vaughn
Sr vp mgmt supr, Linda Cornelius
Acct supr, Harold Sogard
Sr vp assoc media dir, Ray Simko
Vp asst media dir, Beth LeMasurier

64. MILK INDUSTRY PROMOTION

American Dairy Association

	Media investments 1987	Media investments 1986
Magazines	—	—
Natl. Sun. mags.	—	—
Network tv	$23,129,900	$ 28,689,200
Spot tv	7,831,900	8,013,800
Network radio	—	—
Spot radio	1,695,000	3,213,200
Outdoor	223,900	41,100
Network cable	915,200	242,500
Newspapers*	11,800	194,500
Natl. synd.	806,600	187,100
Total	**$34,614,300**	**$40,581,400**

*M&MD estimates

Marketing/brand management:
Sr vp adv & mktg srvcs, United Dairy Industry Association, and pres, American Dairy Association, Joseph B. Kelsch
Vp mktg plng, Stephen A. Dohrmann
Vp mktg srvcs, Grover B. Simpson
Dir adv srvcs, Donna A. Arcus
Mgr merchandising progs, Larry A. Grunkemeyer
Parent: United Dairy Industry Association
Agency: D'Arcy Masius Benton & Bowles, Chicago
Sr vp grp acct dir, Ben Bishop
Sr vps mgmt suprs, Bob Meuser, Mike Leonhart
Acct supr, Andrea Dichter
Sr vp dir media srvcs, Joe Zeller
Vp assoc media dir, Willard L. Hemsworth

65. FRANKLIN MINT COLLECTION

The Franklin Mint

	Media investments 1987	Media investments 1986
Magazines	$11,510,200	$ 6,277,500
Natl. Sun. mags.	4,868,900	2,458,900
Network tv	—	3,200
Spot tv	3,327,300	1,986,200
Network radio	—	—
Spot radio	—	—
Outdoor	—	—
Network cable	1,152,700	1,278,600
Newspapers	12,512,500	7,297,900
Natl. synd.	166,800	—
Total	**$33,538,400**	**$19,302,300**

Marketing/brand management:
Vp mktg, Thomas Durovsik
Vp female collectibles, Dolores Dinyon
Vp male collectibles, Arthur Johnson
Parent: American Protection Industries
Agency: In-house
Vp media, Alan Beer

66. NISSAN PASSENGER CARS

Nissan Motors Co.

	Media investments 1987	Media investments 1986
Magazines	$ 285,900	—
Natl. Sun. mags.	—	—
Network tv	12,365,800	—
Spot tv	14,388,500	$2,187,000
Network radio	544,000	—
Spot radio	423,500	606,700
Outdoor	108,800	84,400
Network cable	60,600	1,100
Newspapers	4,845,100	2,644,100
Natl. synd.	230,000	—
Total	**$33,252,200**	**$5,523,300**

Marketing/brand management:
Dir adv, Joe Opre
Media plng mgr, Susan Furedi
Agency: Chiat/Day, L.A.
Sr vp grp dir, Tom Patty
Media dir, Hank Antosz

67. KODAK FILM

Eastman Kodak Co.

	Media investments 1987	Media investments 1986
Magazines	$ 5,386,500	$ 5,382,300
Natl. Sun. mags.	485,100	316,700
Network tv	21,454,600	18,217,500
Spot tv	1,578,300	2,317,800
Network radio	333,000	—
Spot radio	394,700	464,900
Outdoor	588,400	824,400
Network cable	907,900	838,100
Newspapers	1,071,000	805,600
Natl. synd.	948,500	1,719,600
Total	**$33,148,000**	**$30,886,900**

Marketing/brand management:
Vp gen mgr (consumer prod div), Peter Palermo
Vp gen mgr (consumer prod div), Jack Powers
Div vp dir mktg comm srvcs, Richard S. Bartlett
Dir worldwide mktg comm, James Gallery
Dir mktg comm & support srvcs, Bruce Wilson
Mktg comm dir (film prod), Gregory T. Walker
Agency: J. Walter Thompson, N.Y.
Sr vp worldwide mgmt dir, Jerry Gotlieb
Vp acct dir, Mitchell Brooks
Vp sr acct supr (intl), Ernie Emerling
Vp sr acct supr, Rich O'Leary
Acct suprs, Jeff Bodenmann, Susan Pisello
Exec vp U.S. dir media, Richard Kostyra
Sr vp dir media plng, John Gray
Sr vp dir ntwk neg, John Sisk
Vp assoc media dirs, Emily Swartzentruber (plng), Gwyn Kaufman (neg)
Vp media supr, Vicky Roschen
Media supr, Letty Kuhnlein
Media plnr, Emily Ayres

68. COORS BEER

Adolph Coors Co.

	Media investments 1987	Media investments 1986
Magazines	$ 423,000	$ 182,800
Natl. Sun. mags.	—	—
Network tv	16,844,000	20,471,900
Spot tv	6,196,500	13,997,900
Network radio	8,400	—
Spot radio	5,709,000	4,528,300
Outdoor	1,735,900	510,500
Network cable	665,800	832,100
Newspapers	1,314,600	1,094,900
Natl. synd.	215,900	44,200
Total	**$33,113,100**	**$41,662,600**

Marketing/brand management:
Exec vp sales & mktg, Robert A. Recholtz
Vp brand mktg, Gary Naifeh
Brand dir, Bob Fox
Brand mgr, Gary Skovsted
Vp intl mktg devel, Rob Klugman
GSD&M, Austin, TX
Chmn, Steve Gurasich
Sr vp, Chuck Grady
Dir Hispanic srvcs, Raoul Rodriguez
Corp & pub affairs dir, Hank Olguin
Vp assoc media dir, Tina Williamson
Black agency: UniWorld, N.Y.
Chmn ceo, Byron Lewis
Pres dir acct srvcs, Herb Kemp
Acct supr, Ron Campbell

69. GENERAL MOTORS PARTS AND SERVICES

General Motors Corp.

	Media investments 1987	1986
Magazines	$12,404,000	$ 9,921,600
Natl. Sun. mags.	572,700	505,600
Network tv	13,889,500	11,600,100
Spot tv	184,600	289,300
Network radio	4,529,500	1,136,200
Spot radio	—	—
Outdoor	2,600	500
Network cable	55,000	29,700
Newspapers	785,800	783,600
Natl. synd.	594,600	223,400
Total	**$33,018,300**	**$24,490,000**

Marketing/brand management:
Gen dir sales & mktg, Richard Sherman
Mktg dir, C.S. Wagner
Adv mgr GM dealers, K.F. Robinson
Agency: D'Arcy Masius Benton & Bowles, Detroit
Exec vp mgmt supr, Ted Teegarden
Vp grp acct supr, Chuck Brandt
Vp acct supr, Scott Hayes
Acct execs, Cheryl Morgan, Suzanne Doyle, Barb Resnicoff
Sr vp dir media srvcs, George Rogers
Vp grp media dir, Marty Choinski

70. MICHELOB LIGHT BEER

Anheuser-Busch Inc.

	Media investments 1987	1986
Magazines	$ 134,500	$ 2,663,300
Natl. Sun. mags.	—	—
Network tv	24,003,900	18,223,500
Spot tv	3,033,100	7,518,700
Network radio	2,065,100	705,300
Spot radio	502,200	949,600
Outdoor	59,900	190,500
Network cable	2,194,300	2,646,600
Newspapers	32,500	45,100
Natl. synd.	702,100	—
Total	**$32,727,600**	**$32,942,600**

Marketing/brand management:
Exec vp dir mktg, Michael J. Roarty
Vp brand mgmt, Jack MacDonough
Vp corp media/sports mktg, Charles B. Fruit
Grp mktg mgr, Robert Goughenour
Prod mgr, Ann T. O'Toole
Agency: DDB/Needham Worldwide, Chicago
Acct supr, Senn Moses
Acct exec, Tony Sciolla
Asst acct exec, Scott Rabschnuck
Sr vp-mgmt rep, Don Richards
Sr vp-grp acct dir, John Greening
Vp-assoc media dir, Geoffrey McClelland
Media supr, Matt Langan
Media plnrs, Kristin Keramidas, Sherie Fedak
Hispanic Agency: Castor Spanish International

71. POST GRAPE NUTS CEREAL

General Foods Corp.

	Media investments 1987	1986
Magazines	$ 2,730,000	$ 2,824,300
Natl. Sun. mags.	—	—
Network tv	19,643,700	12,110,800
Spot tv	5,140,900	5,021,700
Network radio	300	—
Spot radio	—	66,300
Outdoor	—	—
Network cable	1,167,700	543,400
Newspapers	2,100	no data
Natl. synd.	3,820,700	1,609,400
Total	**$32,505,400**	**$22,175,900**

Marketing/brand management:
Post Cereals Division:
Grp vp-gm, William H. Korab
Mktg mgr, David Vermylen
Dir Development, Rich DeSantis
Prod grp mgr, B.J. Katen-Narvell
Dir media srvcs, David K. Braun
Assoc dir media srvcs, Don J. Miceli
Parent: Philip Morris Cos.
Agency: Grey, New York
Exec vp, Jack Frantz
Exec vp media & prog srvcs, Alec Gerster

72. CHEVROLET BERETTA

General Motors Corp.

	Media investments 1987	1986
Magazines	$11,459,900	—
Natl. Sun. mags.	45,400	—
Network tv	14,634,900	—
Spot tv	3,683,000	—
Network radio	—	—
Spot radio	—	—
Outdoor	767,700	—
Network cable	618,400	—
Newspapers	723,100	—
Natl. synd.	266,600	—
Total	**$32,199,000**	—

Marketing/brand management:
Mgr adv-passenger cars, Danielle Colliver
Mktg mgr-passenger cars, Steve McAvoy
Gen mktg mgr, Mike Erdman
Natl mktg mgr-passenger car merchandising, John Burrow
Agency: Lintas:Campbell-Ewald
Sr vp grp dir, Jeffrey T. Seregny
Sr vp acct supr, Michael J. Ryan
Acct supr, David C. Scott
Acct exec, Paul L. Corona
Exec vp media dir, Louis M. Schultz
Sr vp assoc media dir, James T. Birchfield
Sr vp mgr, Barbara Munro

Carnival cruised its way into The Top 200 with $22.6 million in ad expenditures.

73. ACURA LEGEND

Acura Automobile Division

	Media investments 1987	1986
Magazines	$10,948,300	$4,509,000
Natl. Sun. mags.	—	—
Network tv	16,517,000	1,054,200
Spot tv	2,177,200	3,697,100
Network radio	—	—
Spot radio	—	—
Outdoor	—	—
Network cable	495,900	66,800
Newspapers*	2,018,700	648,200
Natl. synd.	—	—
Total	**$32,157,100**	**$9,975,300**

*M&MD estimates

Marketing/brand management:
Sr vp oper, Tom Elliott
Vp sales, Ed Taylor
Sr mgr-automobile adv, Eric Conn
Parent: American Honda Motor Co.
Agency: Ketchum Advertising, L.A.
Pres, Craig Mathiesen
Acct supr, Ron Buckhammer
Media dir, Cherie Crane

74. MAZDA DEALERS ASSOCIATION FRANCHISE

Mazda Motors of America

	Media investments 1987	1986
Magazines	—	—
Natl. Sun. mags.	—	—
Network tv	—	—
Spot tv	$29,178,300	$22,313,300
Network radio	—	—
Spot radio	263,700	6,800
Outdoor	—	—
Network cable	2,700	—
Newspapers	2,519,000	345,500
Natl. synd.	—	—
Total	**$31,963,700**	**$22,665,600**

Marketing/brand management:
Sr vp gen mgr (MMA-Central), R. E. Hayden
Grp vp sales, R. Colliver
Vp mktg, Duane Bowen
Vp mktg srvcs, R. Parker
Sr vp gen mgr (MMA-East), Jim Trado
Vp mktg & sales, J. Wiesner
Vp regional oper, G. McCabe
Agency: Foote, Cone & Belding, Santa Ana, Calif.
Exec vp gen mgr, Welton Mansfield
Vp media dir, Robert MacDonald

75. POLAROID SPECTRA SYSTEM

Polaroid Corp.

(Includes cameras & film)

	Media investments 1987	1986
Magazines	$ 5,401,100	$ 5,556,200
Natl. Sun. mags.	311,700	60,900
Network tv	21,285,300	18,439,400
Spot tv	1,047,400	305,600
Network radio	993,300	—
Spot radio	189,500	181,000
Outdoor	—	18,000
Network cable	348,200	5,400
Newspapers*	1,514,400	1,603,700
Natl. synd.	747,800	226,900
Total	**$31,838,700**	**26,397,100**

*M&MD estimates

Marketing/brand management:
Dir N. Amer adv, Gary Moss
Grp vp worldwide mktg, Joseph McLaughlin
Grp vp consumer photo, William O'Neill
Adv mgr, Peter Michaelson
Adv mgr, Diane Coron
Agency: BBDO, N.Y.
Exec vp sr mgmt rep, Gary De Paulo
Sr vp mgmt supr, Lonny Strum
Vp acct supr, Glen Gilbert
Acct exec, Liz Kelly
Exec vp media svces, Arnie Semsky
Sr vp media plng, Mike Drake
Sr vp natl tv buying, Steve Grubbs
Vp assoc media dir, Michael Bienstock
Vp media supr, John Barry
Media plnr, Linda Jew
Network tv buyer, Judy Kenny
Minority Agencies:
Burrell Advertising, Chicago
Sr vp grp dir, Linda Pharr
Vp acct supr, Jasper Tanner
Sr vp media, Nick Howse
Conill Advertising, Inc., N.Y.

76. HONDA DEALERS ASSOCIATION FRANCHISE

American Honda Motor Co.

	Media investments 1987	1986
Magazines	—	—
Natl. Sun. mags.	—	—
Network tv	—	—
Spot tv	$30,272,900	$19,222,900
Network radio	—	—
Spot Radio	145,300	30,200
Outdoor	—	900
Network cable	—	—
Newspapers	868,300	625,800
Natl. synd.	—	—
Total	**$31,286,500**	**$19,879,800**

Marketing/brand management:
Sr vp auto sales oper., Tom Elliott
Sr mgr auto adv, Eric Conn
Asst mgrs auto adv, Mike Dillon, Bill Young
Exec vp, K. Amemiya
Agencies: Various

77. WRIGLEY'S DOUBLEMINT GUM

Wm. Wrigley Jr. Co.

	Media investments 1987	1986
Magazines	$ 1,118,500	—
Natl. Sun. mags.	—	—
Network tv	14,085,700	$26,411,400
Spot tv	8,037,900	12,897,200
Network radio	3,977,800	4,175,400
Spot radio	180,500	—
Outdoor	20,700	—
Network cable	1,873,400	3,130,600
Newspapers	—	—
Natl. synd.	1,858,600	617,400
Total	**$31,153,100**	**$47,232,000**

Marketing/brand management:
Exec vp mktg, Ronald O. Cox
Mktg dir, Gary Bebee
Mktg mgr, Ron Boyum
Agency: BBDO, Chicago
Sr vp mgmt supr, Tonise Hayden
Acct supr, Lauren Abbe
Sr acct exec, Kathi Hudson
Sr vp media dir, Robert Garrison
Vp dir of plng, Kathy Segal
Vp assoc media dir, Nancy Swiet

78. HONDA CIVIC

American Honda Motor Co.

	Media investments 1987	1986
Magazines	$ 7,775,300	$ 5,638,400
Natl. Sun. mags.	—	30,400
Network tv	15,390,700	19,026,000
Spot tv	4,103,200	4,563,800
Network radio	1,324,400	1,239,500
Spot radio*	1,020,600	910,300
Outdoor	400	300
Network cable	927,100	1,202,600
Newspapers*	546,500	680,800
Natl. synd.	—	—
Total	**$31,088,200**	**$33,292,100**

*M&MD estimates

Marketing/brand management:
Sr vp auto sales oper, Tom Elliott
Sr mgr auto adv, Eric Conn
Asst mgrs auto adv, Mike Dillon, Bill Young
Exec vp, K. Amemiya
Agency: Rubin Postaer & Associates, L.A.
Sr vp grp acct dir, William C. Hagelstein
Vp acct dir, Chuck Valentine
Vp acct suprs, Julie Boston, Joan Egan
Acct supr, Ron MacMillan
Sr vp media dir, Tom Somerset
Vp assoc media dirs, Kate Knox, Stanley Botello

79. SEARS ROEBUCK & COMPANY GENERAL PROMOTION

Sears Roebuck & Co.

	Media investments 1987	1986
Magazines	$ 150,700	$ 1,639,200
Natl. Sun. mags.	—	—
Network tv	12,382,900	1,170,000
Spot tv	2,023,900	974,200
Network radio	2,723,000	1,696,500
Spot radio*	11,389,800	10,331,800
Outdoor	2,100	400
Network cable	282,900	201,000
Newspapers	(No data)	(No data)
Natl. synd.	2,005,400	—
Total	**$30,960,700**	**$16,013,100**

Marketing/brand management:
Mgr admin & oper, William Cora
Natl retail adv mgr, S. Scott Harding
Natl adv srvc mgr, Celeste Gosman
Mgr natl media srvc, Bernie Miller
Mgr bdcst oper, Barbara Drier
Vp mktg, Thomas Morris
Retail mktg mgr, Donald Holmes
Natl catalog ad mgr, Ronald Ramseyer
Agencies: Ogilvy & Mather, Chicago
Exec vp-Pres (Chicago), Bill Whtiney
Sr vp mging dir, Wim Slootweg
Sr vp gen mgr, Bruce Beach
Sr vp client srvc dir, Al Mager
Vp mgmt suprs, Dan Delaney, Bruce Jasurda
Acct suprs, Jeff Totaro, Paula Serios, Ole Riise, Brian Kelly
Ann Sundet
Sr vp media dir, Tom Bell
Dir local bdcst, Jacque O'Connor
Dir natl bdcst, Kay Durkin
Vp assoc media dir, Marilyn Kelly
Media suprs, Dave Flockencier, Dave Rasmussen
Media plnrs, Roman Martens, Lori Segal, Jill Lamgan
Asst plnrs, JoAnn Farrington, Vicki Brummond, Robin Sprague
Hispania Advertising, Inc., N.Y.
Sr vp grp dir, Caroline Demy
Vp acct supr, Marta Perdes-Gerdes
Acct supr, Andre Doren
Acct execs, Crichton Adams, Ivan Pichardo
Media dir, Carlos Cintron
New business, Ivan Pichardo
Vince Cullers Advertising, Chicago
Acct supr, George Boykin
Acct exec, Steve Pickett
Sr vp media dir, Jeff Cullers
Media dir, Ed Renno

80. DE BEERS DIAMONDS

De Beers Con. Mines

	Media investments 1987	1986
Magazines	$20,090,000	$16,842,500
Natl. Sun. mags.	—	41,900
Network tv	10,628,600	9,686,600
Spot tv	162,500	486,600
Network radio	—	—
Spot radio	—	—
Outdoor	—	—
Network cable	35,600	15,700
Newspapers	—	—
Natl. synd.	—	—
Total	**$30,916,700**	**$27,073,300**

Marketing/brand management:
Dir consumer adv div, Jeremy Pudney
Reg mgr-Americas, Peter Maddick
Mkt cntlrs, Stephen Lussier, Nicholas Graham Smith
Agency: NW Ayer, N.Y.
Exec vp mging dir acct srvcs, Chuck Meding
Sr vp mgmt supr, Judy Laughren
Vp acct supr, Marc Capra
Sr vp grp media dir, David Lehmkuhl
Vp assoc media dir, Jean Connolly
Media supr, Barbara Spurza

81. BUSCH BEER

Anheuser-Busch, Inc.

	Media investments 1987	1986
Magazines	—	—
Natl. Sun. mags.	—	—
Network tv	$15,861,200	$15,145,600
Spot tv	8,463,500	10,016,500
Network radio	—	—
Spot radio	3,469,200	1,933,100
Outdoor	1,665,100	1,504,300
Network cable	1,214,100	661,300
Newspapers	181,200	268,600
Natl. synd.	—	—
Total	**$30,854,300**	**$29,529,400**

Marketing/brand management:
Exec vp mktg, Michael J. Roarty
Vp brand mgmt, Jack MacDonough
Vp corp media/sports mktg, Charles B. Fruit
Grp brand dir, Bob Mer[illegible]
Sr brand mgr, Mike Owens
Prod mgr, Mike LaBroad
Agency: DDB/Needham Worldwide, Chicago
Mgmt rep, Bob Lachky
Acct supr, Bill Syrett
Acct exec, Michael Holsinger
Asst acct exec, Sue Zuckert
Castor Spanish Intl.

Three entries cleaned up in the diaper industry.

82. UNITED PARCEL AIR FREIGHT SERVICE

United Parcel Service of America

	Media investments 1987	1986
Magazines	$ 3,162,800	$ 1,499,900
Natl. Sun. mags.	—	—
Network tv	21,538,800	3,282,000
Spot tv	4,452,600	8,270,800
Network radio	—	—
Spot radio	14,500	—
Outdoor	—	—
Network cable	700,300	864,600
Newspapers	928,500	21,600
Natl. synd.	—	—
Total	**$30,797,500**	**13,983,900**

Marketing/brand management:
Sr vp bus development, John Alden
Cust. comm & adv mgr, Peter Fredo
Adv mgr, Mike Tobin
Agency: Ammirati & Puris, N.Y.
Sr vp grp dir, Mary Herrmann
Vp mgmt supr, Stephen Gardner
Acct supr, Chris Boak
Acct coor, Peter Fekula
Sr vp media, Steve Farella
Assoc media dir, Mae Ling
Asst media dir, Kevin Porter
Media plnr, Mike Pieczyski

83. LONG JOHN SILVER'S RESTAURANTS

Jerrico Inc.

	Media investments 1987	1986
Magazines	—	—
Natl. Sun. mags.	—	—
Network tv	$ 4,663,600	$ 2,491,500
Spot tv	24,766,400	26,577,300
Network radio	—	—
Spot radio	105,100	182,600
Outdoor	56,400	240,500
Network cable	463,600	139,400
Newspapers	(No data)	(No data)
Natl. synd.	13,000	—
Total	**$30,068,100**	**$29,631,300**

Marketing/brand management:
Exec vp & chf mktg officer, Bob McDevitt
Prod mktg dir, Mike Kupstas
Vp fld mktg, Lee F. Hardy
Agency: Abbott Advertising, Lexington, Ky. (in-house)
Vp gen mgr, David M. Miller

84. DURACELL BATTERIES

Duracell, Inc.

	Media investments 1987	1986
Magazines	$ 1,477,100	$ 1,899,200
Natl. Sun. mags.	469,300	294,900
Network tv	23,760,400	23,764,900
Spot tv	1,618,000	1,719,700
Network radio	4,000	1,799,900
Spot radio	—	—
Outdoor	—	400
Network cable	623,700	52,500
Newspapers	258,000	497,900
Natl. synd.	1,798,600	360,100
Total	**$30,009,100**	**$30,389,500**

Marketing/brand management:
Vp mktg, Charles Kiernan
Consumer grp prod mgr, Robert Giacolone
Specialty grp prod mgr, Mark Lucas
Agency: Ogilvy & Mather, N.Y.
Sr vp grp dir, Jack Reed
Sr vp assoc media dir, Mark Rice
Vp mgmt supr, Kathy Moriarty
Vp asst media dir, Lisa Gallant

85. TV GUIDE CIRCULATION

Triangle Publications

	Media investments 1987	1986
Magazines	—	—
Natl. Sun. mags.	—	—
Network tv	$ 23,000	$2,336,600
Spot tv	22,671,800	24,006,400
Network radio	4,675,700	6,017,400
Spot radio	126,800	97,100
Outdoor	—	—
Network cable	737,400	947,300
Newspapers	896,100	824,000
Natl. synd.	785,100	172,800
Total	**$29,915,900**	**$34,401,600**

Marketing/brand management:
Gen mgr, William Deitch
Prom dir, Fred Jervis
Adv prom, Barry Pennell
Consumer prom, Jay Werner
Parent: Triangle Publications
Agency: NW Ayer, N.Y.
Vp mgmt supr, George Malcomson
Sr vp grp media dir, David Lehmkuhl
Assoc media dir, Debbie-Lisa Brown
Media supr, Maureen Haynes

86. CENTURY 21 REAL ESTATE

Century 21 Real Estate Corp.

	Media investments 1987	1986
Magazines	$ 898,200	$ 381,600
Natl. Sun. mags.	—	—
Network tv	23,531,600	21,557,300
Spot tv	2,994,900	3,568,700
Network radio	—	—
Spot radio	2,221,800	1,893,500
Outdoor	49,100	63,200
Network cable	24,800	300
Newspapers	(No data)	(No data)
Natl. synd.	—	—
Total	**$29,720,400**	**$27,464,600**

Marketing/brand management:
Sr vp mktg & adv, Bruce Oseland
Dir adv, Phillip Langford
Parent: Metropolitan Life Insurance Co.
Agency: McCann-Erickson, L.A.
Sr vp mgmt rep, Jim Dorsey
Reg vp acct dir, Joe Van Sickle
Natl vp acct dir, Bob Sutter
Natl acct supr, Colin Schleining
Media supr, Luke Andros

87. MILLER HIGH LIFE BEER

Miller Brewing Co.

	Media investments 1987	1986
Magazines	$ 183,900	$ 3,270,500
Natl. Sun. mags.	—	—
Network tv	10,314,800	38,803,500
Spot tv	8,400,400	9,598,100
Network radio	—	—
Spot radio	4,651,400	12,272,500
Outdoor	950,500	1,625,700
Network cable	771,700	2,082,500
Newspapers	4,251,300	5,643,500
Natl. synd.	133,600	1,316,900
Total	**$29,657,600**	**$74,613,200**

Marketing/brand management:
Vp brand mgmt, Robert Toledo
Brand mgr, Robert Tyley
Grp prod dir, Jerry Schmutte
Asst brand mgrs, Greg Plowe, Mike Dwyer, Stephanie Mahler, John Hepler
Dir adv srvcs, Robert Ward
Parent: Philip Morris Cos.
Agency: J. Walter Thompson, N.Y.
Sr vp grp dir, Tim Arnold

Vp sr acct supr, Martin Susz
Vp acct supr, Greg Sieck
Acct exec, Kevin McNulty
Exec vp U.S. dir media srvcs, Richard Kostyra
Vp assoc media dir, Michael Gross
Media supr, Ann Cleveland
Hispanic Agency: Mendoza, Dillon & Associados, Newport Beach, Calif.
Vp acct srvcs, Eduardo Del Rivero
Black Agency: Mingo-Jones Advertising

88. MARLBORO LIGHTS KINGS & 100'S CIGARETTES

Philip Morris Cos.

	Media investments 1987	1986
Magazines	$25,034,600	$20,250,100
Natl. Sun. mags.	—	—
Network tv	—	—
Spot tv	—	—
Network radio	—	—
Spot radio	—	—
Outdoor	96,300	404,800
Network cable	—	—
Newspapers	4,432,900	3,025,000
Natl. synd.	—	—
Total	**$29,563,800**	**$23,679,900**

Marketing/brand management:
Grp dir, Nancy Brennan Lund
Brand mgr, J. David Mackey
Dir media, Richard L. Stirlen
Agency: Leo Burnett Co., Chicago
Exec vp, Jim Oates
Sr vp acct dir, Peter Volz
Vp acct supr, Paul Driggs
Exec vp media srvc dir, Willard Hadlock
Vp media dir, Bob Houghtlin

89. K MART MISCELLANEOUS BRANDS

[multi-product ads not fitting in other LNA categories]

K mart Corp.

	Media investments 1987	1986
Magazines	$ 9,108,100	$ 5,896,400
Natl. Sun. mags.	991,700	—
Network tv	2,560,600	4,000,100
Spot tv	7,014,200	4,075,000
Network radio	5,179,600	5,564,200
Spot radio	3,696,000	3,602,000
Outdoor	99,600	5,800
Network cable	313,600	16,200
Newspapers	(No data)	(No data)
Natl. synd.	369,500	—
Total	**$29,332,800**	**$23,159,700**

Marketing/brand management:
Vp store plng, R. R. Dejaeghere
Vp sales, T. Nigolian
Vp dir mktg, M. G. Wellman
Dir adv, G. K. Habeck
Agency: Ross Roy, Detroit
Exec vp dir retail oper, Peter C. Vetowich
Sr vp grp mgmt suprs, Stephan Butterman, Roger Sherman
Sr vp acct supr, Lawrence R. Haddock
Vp acct supr, Lissa K. Papizan
Sr vp dir mktg srvcs, Gerald N. Moody
Vp grp media dirs, Alfred A. Duz (print), Patricia Cuda (brdcst)
Media plnr, Ellen Wright

90. DODGE DEALERS ASSOCIATION FRANCHISE

Chrysler Corp.

	Media investments 1987	1986
Magazines	—	—
Natl. Sun. mags.	—	—
Network tv	—	—
Spot tv	$24,478,200	$23,243,900
Network radio	—	—
Spot radio	3,717,500	3,061,600
Outdoor	11,200	—
Network cable	—	—
Newspapers	982,900	1,096,300
Natl. synd.	—	—
Total	**$29,189,800**	**$27,401,800**

Marketing/brand management:
Vp mktg, Jerry York
Mgr dealer assoc adv, Steve Skallerud
Gen mktg mgr, Charles B. Kitz (cars), John MacDonald (trucks)
Dodge dealer mktg mgr, Tom McAlear
Agencies: Various

Complete the puzzle

Complete your Chicago buy with the most read newspaper in Southeast Suburban Chicago and Northwest Indiana. The TIMES has more readers than any other area or metropolitan newspaper. And with our special market studies by both Simmons and Scarborough, we can help simplify the puzzle of the complete market buy.

#1 THE TIMES
for local News, Advertising & Readers in
N.W. Indiana & S.E. Suburban Chicago
417 Fayette St., Hammond, IN 46420
Represented Nationally by Branham Newspaper Sales

91. PRUDENTIAL INSURANCE CO. OF AMERICA GENERAL PROMOTION

	Media investments 1987	1986
Magazines	$ 4,606,700	$ 3,328,900
Natl. Sun. mags.	3,183,400	—
Network tv	18,244,300	8,592,600
Spot tv	345,000	682,800
Network radio	—	—
Spot radio	372,800	1,288,400
Outdoor	62,000	—
Network cable	46,700	721,800
Newspapers*	2,233,400	759,400
Natl. synd.	—	26,000
Total	**$29,094,300**	**$15,399,900**

*M&MD estimates

Marketing/brand management:
Vp adv, Scott Mason
Mgr adv, Ann Bushnel
Agency: Backer Spielvogel Bates, N.Y.
Sr vp mgmt rep, Dennis Zolnierzak
Vp acct suprs, Richard Driscoll, Debra Radcliffe

Once again, McDonald's Corp. is number one on the Top 200 list, with $373 million in ad expenditures.

92. CHRYSLER LEBARON

Chrysler Motors Corp.

	Media investments 1987	1986
Magazines	$ 9,113,700	$ 4,780,400
Natl. Sun. mags.	106,300	—
Network tv	15,708,700	7,363,300
Spot tv	2,758,400	939,000
Network radio	—	—
Spot radio	—	—
Outdoor	421,800	136,200
Network cable	543,500	378,200
Newspapers	267,700	51,800
Natl. synd.	—	99,200
Total	**$28,920,100**	**$13,748,100**

Marketing/brand management:
Gen mktg mgr, C.J. Vitulli
Natl adv mgr, M.V. Howe
National merchandise mgr, W. Klinger
Dealer mktg mgr, J.P. Holden
Advance mktg plans mgr, S.D. Bruyn
Natl mktg plans mgr, R.N. Harper
Agency: Bozell, Jacobs, Kenyon & Eckhardt
Exec vp gen mgr Detroit, G. Beech
Sr vp assoc gen mgr, B. Andrews
Exec vp mktg, A. Levenstein
Sr vp mgmt supr, L. Vernon
Vp acct supr, C. Russo
Sr acct exec, N. Sparrer
Asst acct exec, J. Strabbing
Sr vp media dir, P. Matz
Sr vp dir plng, E. Kruger
Assoc media dir, P. Floyd

93. LINCOLN-MERCURY DEALERS ASSOCIATION

Ford Auto Dealers Association

	Media investments 1987	1986
Magazines	—	$26,700
Natl. Sun. mags.	—	—
Network tv	—	—
Spot tv	$18,971,300	11,205,600
Network radio	—	—
Spot radio	892,500	1,677,500
Outdoor	362,900	745,900
Network cable	—	—
Newspapers	8,496,800	5,642,500
Natl. synd.	—	—
Total	**$28,723,500**	**$19,298,200**

Marketing/brand management:
Lincoln-Mercury Division:
Vp & gen mgr, Ross H. Roberts
Gen sales mgr, Edsel B. Ford II
Gen mktg mgr, DeWayne Lancaster
Dealer ad mgr, Chuck W. Schneider
Adv mgr, Steve C. Taylor
Media coor, Mike E. Leischner
Parent: Ford Motor Co.
Agency: Young & Rubicam, Detroit
Sr vp grp dir, Peter Harris
Vp acct supr, Tom Ryan
Acct execs, Nadia Novak-Moylan, Liz Flood
Sr vp media, Ken Pool
Media dir, Marge Forbes
Media supr, Martha Thomas

94. GALLO WINES

E & J Gallo Winery

	Media investments 1987	1986
Magazines	$ 68,700	$ 4,700
Natl. Sun. mags.	—	—
Network tv	22,358,400	32,045,400
Spot tv	3,561,400	1,559,100
Network radio	—	—
Spot radio	455,300	—
Outdoor	55,400	24,400
Network cable	231,400	110,600
Newspapers	—	240,800
Natl. synd.	1,968,800	26,000
Total	**$28,699,400**	**$34,011,000**

Marketing/brand management:
Vp mktg, David Gallo
Vp brand mgmt, Gerry Glascow
Sr brand mgrs, Doug Rogers, Jim Stanley
Vp adv srvcs, Jack McBride
Vp media dir, Sue McClelland
Dir corp comm, Dan Solomon
Agency: Was Hal Riney & Partners, San Francisco until 12/87. New agency to be announced.

95. FRANKLIN MINT PORCELAIN COLLECTION

The Franklin Mint

	Media investments 1987	1986
Magazines	$13,589,000	$ 9,601,700
Natl. Sun. mags.	9,628,600	6,038,500
Network tv	—	—
Spot tv	—	—
Network radio	—	—
Spot radio	—	—
Outdoor	—	—
Network cable	—	—
Newspapers*	5,255,300	3,530,700
Natl. synd.	—	—
Total	**$28,472,900**	**$19,170,900**

*M&MD estimates

Marketing/brand management:
Vp mktg, Thomas Durovsik
Vp female collectibles, Dolores Dinyon

Vp male collectibles, Arthur Johnson
Parent: American Protection Industries
Agency: In-house
Vp media mgmt, Alan Beer

96. U.S. EXPRESS MAIL

U.S. Postal Service

	Media investments 1987	1986
Magazines	$ 3,966,200	$ 5,192,300
Natl. Sun. mags.	—	—
Network tv	—	—
Spot tv	14,297,600	14,682,000
Network radio	—	—
Spot radio	1,713,400	1,270,500
Outdoor	92,800	300
Network cable	—	—
Newspapers*	8,314,800	499,100
Natl. synd.	—	—
Total	**$28,384,800**	**$21,644,200**

*M&MD estimates

Marketing/brand management:
Dir mktg, Bruce Downey
Dir adv, Rod DeVar
Agency: Young & Rubicam, N.Y.
Sr vp-mgmt supr, Ned Brown
Acct suprs: Dick Kebbon (stamps), Jack Powers, William McGrory
Vp-grp media supr, Beth Rockwood
Media supr, J. C. Ziegler

97. PENNEY'S MISCELLANEOUS BRANDS

(multi-product ads not fitting into other LNA categories)

J.C. Penney Co.

	Media investments 1987	1986
Magazines	$ 445,400	$ 479,500
Natl. Sun. mags.	114,200	69,700
Network tv	21,502,100	22,523,500
Spot tv	2,425,900	2,849,600
Network radio	801,400	—
Spot radio	292,000	874,900
Outdoor	11,400	17,000
Network cable	1,379,300	777,100
Newspapers	(No data)	(No data)
Natl. synd.	1,392,700	1,004,500
Total	**$28,364,400**	**$28,595,800**

Marketing/brand management:
Vp dir corp mktg, J. Wells
Vp dir corp merchan, Barger Tygart
Dir mktg comm, R. Shuler
Mgr media srvcs, Joe Chicoskie
Natl media plr, Julia Fugua
Adv mgr, Edward Hayward
Catalog division:
Pres, Rod Birkins
Dir merchan, Julius Debbs
Mgr adv & pubs, William Kelly
Agency: NW Ayer, Dallas
Sr vp mgmt supr, Tom Hook
Vp acct supr, Meryl Nierman
Sr vp grp media dir, Beth Gordon
Vp assoc media dir, Sue Kaufman

98. OLDSMOBILE PASSENGER CARS

General Motors Corp.

	Media investments 1987	1986
Magazines	$ 185,800	$ 241,000
Natl. Sun. mags.	—	—
Network tv	3,970,300	1,905,000
Spot tv	12,277,000	644,700
Network radio	—	—
Spot radio	3,322,500	3,029,700
Outdoor	100	—
Network cable	48,600	37,900
Newspapers	8,384,500	4,579,000
Natl. synd.	—	73,400
Total	**$28,188,800**	**$10,510,700**

Marketing/brand management:
Premium car brand mgr, P. J. Kemp
Agency: Leo Burnett Co.
Exec vp Jim Oates
Sr vp client srvc dir, Ted Jordan (Detroit)
Vp acct supr, Mike O'Neal
Acct execs (Detroit), Pam Dunn, Jim Ryan, Larry Doyle
Exec vp media srvcs, Willard Hadlock

99. MARLBORO FILTER CIGARETTES

Philip Morris Cos.

	Media investments 1987	1986
Magazines	$ 8,211,700	$ 2,805,800
Natl. Sun. mags.	106,300	—
Network tv	—	—
Spot tv	—	—
Network radio	—	—
Spot radio	—	—
Outdoor	16,774,600	15,928,100
Network cable	—	—
Newspapers	2,768,600	5,322,700
Natl. synd.	—	—
Total	**$27,861,200**	**$24,056,600**

Marketing/brand management:
Grp dir, Nancy Brennan Lund
Brand mgr, J. David Mackey
Dir media, Richard L. Stirlen
Agency: Leo Burnett Co., Chicago
Exec vp, Jim Oates
Sr vp acct dir, Peter Volz
Vp acct supr, Paul Driggs
Exec vp media srvcs div, Willard Hadlock
Vp media dir, Bob Houghtlin

100. MASTERCARD CREDIT CARD SERVICES

Mastercard International

(Not including regional tv and ads solely for Gold card, international services and travelers checks)

	Media investments 1987	1986
Magazines	$ 3,247,400	$ 1,170,300
Natl. Sun. mags.	729,400	33,500
Network tv	20,434,800	21,508,400
Spot tv	943,100	3,626,400
Network radio	—	2,080,400
Spot radio	2,009,300	172,700
Outdoor	42,000	—
Network cable	412,100	607,100
Newspapers	(No data)	(No data)
Natl. synd.	—	1,500
Total	**$27,818,100**	**$29,200,300**

Marketing/brand management:
Sr vp card & trvl prod, F. Alan Schultheis
Sr vp mktg srvcs, Joanne Black
Vp adv, Susan Burke
Dir adv, Stanley Satty
Adv mgr, Joan Bogin
Agency: Lintas:New York
Exec vp, F. Stone Roberts
Sr vp mgmt supr, Russell Schaffer
Vp acct supr, Bob Nadelman (business card/travelers checks)
Acct suprs, Diane Buckley (gold mastercard), Susan Mann (intl)
Sr acct execs, Lois Serota, Pam Perkowsky
Vp media dir, Jeff Dunetz

101. CAMPBELL'S CANNED SOUPS

Campbell Soup Co.

	Media investments 1987	Media investments 1986
Magazines	$ 4,380,500	$ 2,594,000
Natl. Sun. mags.	—	—
Network tv	14,806,100	12,268,800
Spot tv	1,519,700	296,400
Network radio	5,255,800	3,702,900
Spot radio	(No data)	—
Outdoor	91,000	45,400
Network cable	478,600	555,400
Newspapers*	95,400	22,800
Natl. synd.	1,058,900	969,700
Total	**$27,686,000**	**$20,455,400**

*M&MD estimates

Marketing/brand management:
Vp grp gm, Dan Santangelo
Category gen mgr, Don Goerke
Dir mktg-condensed soups, Jay Wissink
Dir mktg-ready-to-serve soups, William Allen
Mktg dir, Betty Cronin
Mktg mgr, Terry Cruikshank, Suzanne Waltz, Laura Klein
Sr mktg mgrs, Bob Steenrod, Dean Bair, John Haring
Dir media srvcs, George Mahrlig
Agencies: CSC Advertising, Camden, N.J. (in-house)
Vp, Paul Mulcahy
Sr mktg mgr, Lisa Lynn
Backer Spielvogel Bates, N.Y.
Exec vp-coo, G. Robert Holmen
Sr vp grp mgmt rep, Joseph Prior
Vp mgmt supr, James Keller
Acct suprs, Nancy Adler, Suzanne Brisendine
Sr vp media, Jay Schoenfeld
Media dir, Ann Meschery
Acct exec, Matt Sawyer
Media supr, Lisa Tronick

102. AT&T INFORMATION SYSTEMS

American Telephone & Telegraph Co.

	Media investments 1987	Media investments 1986
Magazines	—	$ 1,855,800
Natl. Sun. mags.	—	137,100
Network tv	$23,001,400	9,968,400
Spot tv	529,700	385,500
Network radio	1,181,300	3,332,900
Spot Radio	—	—
Outdoor	—	—
Network cable	212,000	17,200
Newspapers*	2,561,900	2,029,600
Natl. synd.	60,200	—
Total	**$27,546,500**	**$17,726,500**

*M&MD estimates

Marketing/brand management:
Business adv & prom dir, C.L. Mitchell Jr.
Div mgrs, P. C. Shyposh, W.J. Higgins
Agency: Ogilvy & Mather, N.Y.
Sr vp grp dir, G.K. O'Dea
Sr. vp mgmt supr, C. Round
Vp mgmt supr., M. Smith
McCann-Erickson, N.Y.
Acct dir, Hank O'Brien
Sr vp mgmt rep, T. Driscoll

103. NEW YORK TELEPHONE CO.

Nynex Corp.

	Media investments 1987	Media investments 1986
Magazines	$ 2,233,100	$ 1,754,100
Natl. Sun. Mags.	1,230,900	749,600
Network tv	—	—
Spot tv	14,874,800	7,337,200
Network radio	—	—
Spot radio	483,300	315,700
Outdoor	—	—
Network cable	—	—
Newspapers	8,314,800	8,179,500
Natl. synd.	—	—
Total	**$27,136,900**	**$18,336,100**

Marketing/brand management:
Vp external affairs, Ted J. Federici
Asst vp adv, Michael C. Clendenin
Dir adv, Louis Kruh
Agency: Young & Rubicam, N.Y.
Sr vp grp dir, Larry Shapiro
Vp mgmt supr, Richard Bodge
Acct suprs, Margaret McKinley, John Morris
Acct execs, Julie Butkiewicz, Hugh Nesbit
Sr vp media, Ira Tumpowsky
Media dir, Mary Wyman

104. COLGATE TARTAR CONTROL FORMULA TOOTHPASTE

Colgate-Palmolive Co.

	Media investments 1987	Media investments 1986
Magazines	$ 347,800	—
Natl. Sun. mags.	—	—
Network tv	19,267,500	$ 8,715,200
Spot tv	3,686,100	768,400
Network radio	—	—
Spot radio	—	—
Outdoor	—	—
Network cable	10,000	75,800
Newspapers*	596,000	9,500
Natl. synd.	3,167,100	698,200
Total	**$27,074,500**	**$10,267,100**

*M&MD estimates

Marketing/brand management:
Corp vp gen mgr-Colgate USA, A. C. Shepard
Exec vp, P.G. McArthur
Vp gen mgr (oral care), D. Meyer
Mktg mgr (oral care), J. Haber
Corp dir media, Roger Godbeer
Mgr media plns, Steve Freilich
Agency: Young & Rubicam, N.Y.
Grp supr, Ed O'Donnell
Media supr, N. Bisson
Sr yp mgmt supr, Bob Fane
Acct supr, Claudia Eisen
Siboney Advertising, N.Y.
Gen mgr, Roger Pisani
Acct supr, David Cole
Acct exec, Meria Botta
Vp media dir, Meg Bernot
Media plnr, David Flynn

105. COCA-COLA SOFT DRINK

Coca-Cola USA

(Not including Caffeine Free Coke, Cherry Coke, Coke Classic, Diet Coke, etc.)

	Media investments 1987	Media investments 1986
Magazines	$ 45,800	$ 61,400
Natl. Sun. mags.	—	—
Network tv	10,011,900	11,540,800
Spot tv	8,659,300	13,218,900
Network radio	57,400	—
Spot radio	3,591,100	5,836,900
Outdoor	1,686,900	2,343,900
Network cable	906,200	1,732,100
Newspapers	1,311,100	843,400
Natl. synd.	747,600	1,193,100
Total	**$27,017,300**	**$36,770,500**

Marketing/brand management:
Vp adv-assoc dir mktg, Michael A. Beindorff
Grp brand dir, Dave Clapp
Dir consumer research, Jerry Payne
Dir mktg srvcs, Ken Craft
Vp-black & Hispanic mktg, Chuck Morrison
Mgr corp media, John M. Drollinger
Parent: Coca-Cola Co.
Agency: McCann-Erickson, N.Y.
Exec vp gen mgr, John Dooner
Exec vp dep gen mgr, Gene O'Sullivan
Acct suprs, Phil Shaw, Nancy Bamberger
Acct exec, Jim Byrne
Exec vp worldwide media srvcs, Gordon Link
Exec vp media dir, Ira Carlin
Sr vp plng mgr, George Hayes
Vp assoc media dir, Kevin Mannion
Vp media grp head, Ray Moorehead
Media plnrs, Robert Patton, Mindy Poster
Black agency: Burrell Advertising
Sr vp gm, Sarah Burroughs
Vp acct supr, Neva Richardson
Vp media dir, Nick Howse
Media supr, Michelle Garner
Hispanic agency: Castor Spanish International Inc.

106. SNICKERS CANDY BAR

Mars Inc.

	Media investments	
	1987	1986
Magazines	$ 2,503,400	$ 1,971,700
Natl. Sun. mags.	—	—
Network tv	15,379,500	15,312,600
Spot tv	2,659,700	5,531,300
Network radio	2,060,200	1,574,700
Spot radio	—	—
Outdoor	—	—
Network cable	2,819,500	3,157,400
Newspapers*	57,300	19,200
Natl. synd.	1,517,600	2,808,600
Total	**$26,997,200**	**$30,375,500**

*M&MD estimates

Marketing/brand management:
Pres, William B. Hellegas
Sr vp, J. Langdon
Agency: Backer Spielvogel Bates, N.Y.
Sr vp mgmt rep, Pam Marcus
Vp acct supr, Janet Stanton
Acct execs, Katherine McDonald, Crosby Renwick
Media dir, Jay Schoenfield

107. FORD TAURUS

Ford Motor Co.

	Media investments	
	1987	1986
Magazines	$ 5,800,500	$14,310,100
Natl. Sun. mags.	—	—
Network tv	16,189,700	22,528,100
Spot tv	3,372,300	2,574,800
Network radio	—	1,311,400
Spot radio	—	171,300
Outdoor	38,100	301,900
Network cable	477,900	594,500
Newspapers	457,600	105,700
Natl. synd.	647,300	240,700
Total	**$26,983,400**	**$42,138,500**

Marketing/brand management:
Ford Division:
Vp gm, T.J. Wagner
Gen mktg mgr, Phil Novell
Adv mgr, John Vanderzee
Car ad mgr, R. J. Gillooly (cars)
Dealer ad mgr, R.W. Lisenby
Agency: J. Walter Thompson, Detroit
Exec vp gm, Peter Schweitzer
Sr vp acct dir, Chuck Balestrino
Media dir, Bob Reuschle
Vp grp media dir (cars & trucks), Paul Hunt
Vp grp media dir (cars), Howard Spokes
Sr vp grp media dir net brdcst, Ron Frederick
Hispanic markets agency: Hispania Advertising
Sr vp gen mgr, Caroline Demy
Vp acct supr, Marta Perdes-Gerdes
Acct supr, Andre Doren
Acct execs, Crichton Adams, Ivan Pichardo
Media dir, Carlos Cintron
Black agency:
Burrell Advertising, Chicago
Sr vp grp dir, C. Curry
Acct supr, Robert Jackson
Sr vp media dir, Nick Howse
Assoc media dir, Zeline Kelly

108. FORD MOTOR CO. GENERAL PROMOTION

	Media investments	
	1987	1986
Magazines	$ 712,900	$ 1,093,800
Natl. Sun. mags.	—	—
Network tv	17,248,600	11,286,400
Spot tv	507,800	400,500
Network radio	7,744,300	5,728,500
Spot radio	—	9,300
Outdoor	18,000	78,500
Network cable	158,700	217,200
Newspapers	(No data)	16,400
Natl. synd.	569,900	—
Total	**$26,960,200**	**$18,830,600**

Marketing/brand management:
Exec dir mktg staff, J. G. O'Connor
Dir adv & mktg strategy, D. T. McClure
Adv & comm mgr, F.R. Wuellner
Media supr, H.M. Meyers
Agency: Wells, Rich, Greene, Dearborn, MI
Sr vp grp dir, James B. Lawrence
Vp mgmt supr, Victor Emmanuele, N.Y.
Vp acct supr, Rober Swann, N.Y.
Vp sr acct supr, Conrad J. Welsing Jr.
Sr acct exec, Philip Alandt
Vp media dir, Arthur Edelstein
Black agency:
Burrell Advertising, Chicago
Sr vp grp dir, C. Curry
Acct supr, Robert Jackson
Sr vp media, Nick Howse
Assoc media dir, Zeline Kelly

109. AMERICAN FAMILY MAIL-ORDER PROMOTIONS

National Syndications Inc.

	Media investments	
	1987	1986
Magazines	—	—
Natl. Sun. mags.	$26,913,700	$24,405,900
Network tv	—	—
Spot tv	—	—
Network radio	—	—
Spot radio	—	—
Outdoor	—	—
Network cable	—	—
Newspapers	—	—
Natl. synd.	—	—
Total	**$26,913,700**	**$24,405,900**

Marketing/brand management:
Vp mktg, Jess Joseph
Pres, Bud Pironti
Parent: National Media
Agency: In-house
Media coor, Jess Joseph

110. 7-UP SOFT DRINK
Dr. Pepper/Seven-Up Cos.

	Media investments 1987	1986
Magazines	$ 32,000	—
Natl. Sun. mags.	—	—
Network tv	13,202,800	$19,690,700
Spot tv	8,958,800	8,227,500
Network radio	—	—
Spot radio	2,119,700	2,095,000
Outdoor	439,000	3,191,200
Network cable	928,300	716,500
Newspapers	462,700	284,200
Natl. synd.	727,300	280,500
Total	**$26,870,600**	**$34,485,600**

Marketing/brand management:
Sr vp mktg, Russ Klein
Dir brand mgmt, Bill Thompson
Mgr media svces, Nick Luciano
Agency: Leo Burnett Co., Chicago
Sr vp acct dir, John Miller
Vp acct dir, Jack Woods
Acct supr, Paula McCloud
Exec vp media srvcs div, Willard Hadlock
Sr vp media dir, Dick Hobbs
Asst media dir, Kathy Grief
Minority agencies: Circulation Experti, Ltd.
Pres & ceo, Warren Jackson
Casanova Pendrill Publicidad, Inc.
Pres, Paul Casanova

111. GENERAL ELECTRIC CO. GENERAL PROMOTION
General Electric Co.

	Media investments 1987	1986
Magazines	$ 151,700	$ 561,500
Natl. Sun. mags.	—	—
Network tv	17,727,300	5,796,400
Spot tv	891,600	312,500
Network radio	60,000	60,000
Spot radio*	202,700	—
Outdoor	—	55,500
Network cable	400	733,400
Newspapers	7,635,900	6,684,800
Natl. synd.	185,800	220,500
Total	**$26,855,400**	**$14,424,600**

*M&MD estimates

Marketing/brand management:
Mgr corp mktg comm, Richard Costello
Mgr corp mktg & sales oper, Frank Fagan
Mgr customer & industry programs, Bob Plumb
Mgr corp adv, Barbara Parsky
Agency: BBDO, N.Y.
Sr mgmt rep, Dennis Visich
Mgmt rep, Arnold Ross
Assoc media dir, John A. Belfiore

112. OIL OF OLAY LOTION
Richardson-Vicks Inc.

	Media investments 1987	1986
Magazines	$ 8,691,400	$ 3,705,500
Natl. Sun. mags.	212,600	—
Network tv	10,510,400	12,846,800
Spot tv	2,648,700	2,651,800
Network radio	—	—
Spot radio	—	—
Outdoor	—	—
Network cable	—	—
Newspapers*	215,800	—
Natl. synd.	4,347,200	4,273,400
Total	**$26,626,100**	**$23,477,500**

Marketing/brand management:
Mktg dir olay prods, Mary Jaensch
Dir media, Irwin Fleischer
Brand mgr, Alan Kerzner
Parent: Procter & Gamble Co.
Agency: Wells, Rich, Greene, N.Y.
Sr vp mgmt supr, Joan Overlock
Vp acct supr, Kathy Kehoe
Sr vp corp media dir, Bob Geis
Vp media plng dir, Christopher Tinkham
Vp media grp head, Pat Casa

113. NISSAN COMPACT TRUCKS
Nissan Motor Co.

	Media investments 1987	1986
Magazines	$ 2,669,000	$ 4,977,400
Natl. Sun. mags.	—	—
Network tv	9,517,600	15,037,100
Spot tv	11,333,600	20,462,400
Network radio	1,497,700	—
Spot radio*	793,000	4,535,700
Outdoor	—	160,600
Network cable	53,800	158,700
Newspapers	467,300	3,360,700
Natl. synd.	217,000	273,700
Total	**$26,549,000**	**$48,966,300**

*M&MD estimates

Marketing/brand management:
Dir adv, Joe Opre
Media plng mgr, Susan Furedi
Agency: Chiat/Day, L.A.
Sr vp acct dir, Tom Patty
Sr vp media dir, Hank Antosz
Assoc media dir, Steve Vye

114. AVIS RENT-A-CAR SYSTEM
Avis Inc.

	Media investments 1987	1986
Magazines	$ 4,607,700	$ 2,869,500
Natl. Sun. mags.	55,000	71,600
Network tv	—	—
Spot tv	7,846,100	6,591,600
Network radio	5,343,100	—
Spot radio	577,500	592,000
Outdoor	90,000	20,300
Network cable	187,700	166,500
Newspapers	7,655,800	4,568,500
Natl. synd.	63,300	—
Total	**$26,426,200**	**$14,880,000**

Marketing/brand management:
Vp mktg, Robert Cardillo
Vp mktg srvcs, Allen Kurzman
Agency: Backer Spielvogel Bates, N.Y.
Sr vp mgmt rep, Alan Kellam
Acct suprs, Don Simon, Laura Mindell
Acct execs, Carolyn Parello, Rob Rawley
Assoc media dir, Steve Maietta
Media supr, Russell Zingale

Three entries cleaned up in the diaper industry and made the Top 200.

115. CHEESE INDUSTRY PROMOTION

American Dairy Association

	Media investments	
	1987	1986
Magazines	$ 418,100	$ 1,466,000
Natl. Sun. mags.	—	—
Network tv	24,168,800	$19,691,700
Spot tv	715,100	853,400
Network radio	—	739,100
Spot radio	95,100	47,800
Outdoor	—	8,600
Network cable	949,800	630,400
Newspapers*	9,400	123,000
Natl. synd.	41,400	259,300
Total	**$26,397,700**	**$23,819,300**

*M&MD estimates

Marketing/brand management:
Sr vp adv & mktg srvcs, United Dairy Industry Association, and pres, American Dairy Association, Joseph B. Kelsch
Vp mktg plng, Stephen A. Dohrmann
Vp mktg srvcs, Grover B. Simpson
Dir adv srvcs, Donna A. Arcus
Mgr merchandising progs, Larry A. Grunkemeyer
Parent: United Dairy Industry Association
Agency: D'Arcy Masius Benton & Bowles, Chicago
Sr vp grp acct dir, Ben Bishop
Sr vps mgmt suprs, Bob Meuser, Mike Leonhart
Acct supr, Andrea Dichter
Sr vp dir media srvcs, Joe Zeller
Vp assoc media dir, Willard L. Hemsworth

116. CIRCUIT CITY STEREO STORES

	Media investments	
	1987	1986
Magazines	—	—
Natl. Sun. mags.	—	—
Network tv	—	—
Spot tv	$26,353,700	$16,286,000
Network radio	—	—
Spot radio	—	—
Outdoor	—	—
Network cable	—	—
Newspapers	(No data)	(No data)
Natl. synd.	—	—
Total	**$26,353,700**	**$16,286,000**

Marketing/brand management:
Vp research, George Hechtman
Mktg dir, Dick Hammill
Agency: Abbott Advertising, Richmond, Va.
Sr vp grp dir, Dan Rexinger
Media dir, Ida Gallimore

117. FTDA

Florists' Transworld Delivery Association

	Media investments	
	1987	1986
Magazines	$ 852,500	$ 1,279,000
Natl. Sun. mags.	—	304,500
Network tv	16,033,900	8,463,500
Spot tv	3,900	74,100
Network radio	6,140,700	6,384,700
Spot radio	—	—
Outdoor	—	5,700
Network cable	222,600	63,600
Newspapers	2,860,200	3,376,700
Natl. synd.	—	—
Total	**$26,113,800**	**$19,951,800**

Marketing/brand management:
Grp dir bus srvcs, Michael Michaud
Dir consumer mktg, Robert Etter
Agency: D'Arcy Masius Benton & Bowles, Bloomfield Hills, Mich.
Sr vp mgmt supr, Harold J. Hogan
Vp grp acct supr, Rob Carr
Acct supr, Terri Anderson
Sr vp dir media srvcs, George M. Rogers, Jr.
Vp grp media dir, Marty Choinski
Vp assoc media dir, Jeff Singer

118. VIRGINIA SLIMS ULTRA LIGHT 100 REGULAR & MENTHOL

Philip Morris Cos.

	Media investments	
	1987	1986
Magazines	$12,274,200	—
Natl. Sun. mags.	2,900,100	—
Network tv	—	—
Spot tv	—	—
Network radio	—	—
Spot radio	—	—
Outdoor	2,601,600	—
Network cable	—	—
Newspapers	8,291,100	—
Natl. synd.	—	—
Total	**$26,067,000**	—

Marketing/brand management:
Vp mktg, David E. R. Dangoor
Vp mktg srvcs, Ellen Merlo
Mktg dir, Brian Schuyler
Brand mgr, Herbert Foster
Media dir, Richard Stirlen
Parent: Philip Morris Cos.
Agency: Leo Burnett Co. Chicago
Exec vp, Jim Oates
Sr vp acct dir, Peter Volz
Acct supr, Barbara Stoldt
Acct exec, Sally Goggin,
Exec vp media srvcs, Wilard Hadlock
Media dir, Robert Houghtlin

119. JACK-IN-THE-BOX RESTAURANTS

Foodmaker Inc.

	Media investments	
	1987	1986
Magazines	—	—
Natl. Sun. mags.	—	—
Network tv	—	—
Spot tv	$19,317,300	$15,963,100
Network radio	—	—
Spot radio	6,495,500	3,625,100
Outdoor	106,200	33,000
Network cable	—	—
Newspapers	(No data)	(No data)
Natl. synd.	—	—
Total	**$25,919,000**	**$19,621,200**

Marketing/brand management:
Corp vp mktg, Mohammad Iqbal
Dir mktg, John Farrar
Dir sales mktg & prom, Michael Sick
Vp prod mktg, Paul Haack
Dir mkt res, Bruce Frazer
Sr brand mgr, Karen Schmidt
Agency: Cohen/Johnson, L.A.
Vp acct grp dir, Tom Ruffino
Acct suprs, Meade Wildrick, Vicki Rittermal

Fast-food entries fell from 14 in 1986 to 11 this year.

120. WRIGLEY'S SPEARMINT GUM

Wm. Wrigley Jr. Co.

	Media investments	
	1987	1986
Magazines	—	—
Natl. Sun. mags.	—	—
Network tv	$13,020,100	$14,965,400
Spot tv	7,474,300	6,353,000
Network radio	1,616,800	—
Spot radio	529,700	—
Outdoor	—	—
Network cable	1,656,300	1,813,400
Newspapers	—	—
Natl. synd.	1,453,000	188,100
Total	**$25,750,200**	**$23,319,900**

Marketing/brand management:
Exec vp mktg, Ronald O. Cox
Mktg dir, Gary Bebee
Mktg mgr, Ron Boyum
Agency: BBDO, Chicago
Sr vp mgmt supr, Tonise Hayden
Acct exec, Stacie Boney
Sr vp exec media dir, Robert Garrison
Vp dir media plng, Kathy Segal
Vp Assoc media dir, Deb Nevin

121. M&M'S CANDIES

Mars Inc.

	Media investments	
	1987	1986
Magazines	$ 1,451,400	$ 1,417,200
Natl. Sun. mags.	—	—
Network tv	17,317,200	13,804,100
Spot tv	1,993,000	6,109,900
Network radio	990,900	1,923,400
Spot radio	—	12,000
Outdoor	400	23,000
Cable network	2,197,700	3,486,700
Newspapers*	52,700	18,700
Natl. synd.	1,512,400	2,427,500
Total	**$25,515,700**	**$29,222,500**

*M&MD estimates

Marketing/brand management:
Pres, William B. Hellegas
Sr vp mktg & sales, J. Langdon
Agency: Backer Spielvogel Bates, N.Y.
Sr vp mgmt rep, Alice Uniman
Acct exec, Isabel Albanese

122. U.S. ARMED FORCES RECRUITING

Joint Recruiting Advertising Program

	Media investments	
	1987	1986
Magazines	—	—
Natl. Sun. mags.	—	—
Network tv	$22,855,500	$15,898,100
Spot tv	—	9,700
Network radio	—	—
Spot radio*	19,100	—
Outdoor	2,900	3,400
Network cable	2,399,900	2,079,700
Newspapers	—	—
Natl. synd.	—	48,800
Total	**$25,277,400**	**$18,039,700**

Marketing/brand management:
Dir joint recruiting adv prog, Lynn Lucchetti
Parent: Department of Defense
Agency: Grey, N.Y.
Exec vp grp dir, Robert A. Ravitz
Vp acct supr, Garry Niebauer
Acct suprs, Bill Sandberg, David Stanley
Exec vp media & prog srvcs, Alec Gerster

123. BUICK REGAL

Buick Motor Division/ Automobiles

	Media investments	
	1987	1986
Magazines	$ 8,594,100	$465,000
Natl. Sun. mags.	210,100	—
Network tv	13,318,000	—
Spot tv	734,300	97,500
Network radio	1,443,100	15,000
Spot radio	—	—
Outdoor	94,700	—
Network cable	121,200	21,600
Newspapers	586,100	—
Natl. synd.	—	—
Total	**$25,101,600**	**$599,100**

Marketing/brand management:
Gen mktg mgr, Darwin Clark
Gen dir adv, Jay Qualman
Gen dir div mktg, John Dabels
Vp gen mgr, E.H. Mertz
Gen sales & srvcs mgr, R.E. Coletta
Parent: General Motors Corp.
Agency: McCann-Erickson, Troy, Mich.
Sr vp grp dir, Richard A. Hill
Vp acct suprs, James Moore, Glynn Armitage
Acct execs, Robert Cleary, John Holowaty, Robert Schneider, Jerry Fronczak
Sr vp media, W. Brien Schweikart
Vp assoc media dir, Helen Seligman

124. PAMPERS DISPOSABLE DIAPERS

Procter & Gamble Co.

	Media investments	
	1987	1986
Magazines	$ 225,000	$ 610,300
Natl. Sun. mags.	—	—
Network tv	17,660,400	19,020,000
Spot tv	4,829,600	3,208,700
Network radio	—	—
Spot radio	451,300	—
Outdoor	474,700	3,900
Network cable	597,600	350,400
Newspapers	—	117,900
Natl. synd.	753,800	1,756,800
Total	**$24,992,400**	**$25,068,000**

Marketing/brand management:
Vp div mgr, Richard R. Nicolosi
Agency: D'Arcy Masius Benton & Bowles, N.Y.
Sr vp grp dir, Norman Sherman
Sr vp media dir, Rich Hamilton
Vp assoc media dir, Mark McLaughlin
Vp acct dir, Ian Brown

125. PIEDMONT AIRLINES PASSENGER SERVICE

Piedmont Aviation Inc.

	Media investments	
	1987	1986
Magazines	$ 654,000	$ 112,500
Natl. Sun. mags.	—	—
Network tv	4,780,900	—
Spot tv	3,304,900	4,986,000
Network radio	—	—
Spot radio	5,555,700	—
Outdoor	978,000	794,300
Network cable	82,600	142,300
Newspapers	9,382,600	10,877,600
Natl. synd.	231,400	—
Total	**$24,970,100**	**$16,912,700**

Marketing/brand management:
Sr vp mktg, J. Daniel Brock
Adv mgr, Jim Robinson
Parent: USAir Group Inc.
Agency: McKinney & Silver, Raleigh, N.C.
Sr vp mgmt supr, Jim DeVos
Acct exec, Jack Bramen
Sr vp media dir, Janice Hunter
Media plnr, Nancy Lowry

126. LENSCRAFTERS

U.S. Shoe Corp.

	Media investments 1987	1986
Magazines	—	—
Natl. Sun. mags.	$ 17,200	—
Network tv	—	—
Spot tv	24,767,400	$13,660,700
Network radio	—	—
Spot radio	62,600	—
Outdoor	19,200	14,600
Network cable	—	—
Newspapers	(No data)	(No data)
Natl. synd.	—	—
Total	**$24,866,400**	**$13,675,300**

Marketing/brand management:
Vp mktg, David M. Browne
Div mktg dirs, Ann Marsden, Frank Baynham, Carene Kunkler, James Dial
Mgr mkt res/direct mail, Mark Sass
Mgr crtv & prod srvcs, Larry James
Comm supr, Susan Knobler
Parent: U.S. Shoe Corp.
Agency: EDB Advertising (in-house)

127. FORD RANGER COMPACT TRUCKS

Ford Motor Division

	Media investments 1987	1986
Magazines	$ 8,274,100	$ 5,281,200
Natl. Sun. mags.	—	—
Network tv	12,176,800	12,360,900
Spot tv	3,757,400	6,323,800
Network radio	—	—
Spot radio	—	—
Outdoor	16,700	238,000
Network cable	390,600	204,600
Newspapers	(No data)	(No data)
Natl. synd.	223,300	2,000
Total	**$24,838,900**	**$24,410,500**

Marketing/brand management:
Vp gen mgr, T.J. Wagner
Gen mktg mgr, P.M. Novell
Adv mgr, John Vanderzee
Truck ad mgr, T.A. Boese
Dealer ad mgr, R.W. Lisenby
Media mgr, R.C. Halseth
Parent: Ford Motor Co.
Agency: J. Walter Thompson, Detroit
Exec vp gm, Peter Schweitzer
Sr vp acct dir, Chuck Balestrino
Sr vp bdcst supr, Ron Frederick
Vp car & truck grp media dir, Paul Hunt
Sr vp media dir, Bob Reuschle
Assoc media dir (trucks), Susan Kiltie
Hispanic markets agency: Hispania Advertising, N.Y.
Sr vp gen mgr, Caroline Demy
Vp acct supr, Marta Perdes-Gerdes
Acct supr, Andre Doren
Acct execs, Crichton Adams, Ivan Pichardo
Media dir, Carlos Cintron

128. KELLOGG'S RAISIN BRAN

Kellogg Co.

	Media investments 1987	1986
Magazines	$ 2,970,900	—
Natl. Sun. mags.	70,800	—
Network tv	17,847,200	$15,357,000
Spot tv	1,805,800	1,631,300
Network radio	—	—
Spot radio	—	—
Outdoor	—	—
Network cable	268,100	241,200
Newspapers	67,700	(No data)
Natl. synd.	1,788,500	1,469,300
Total	**$24,819,000**	**$18,698,800**

Marketing/brand management:

"I told you we should've advertised our cruise in the Register."

156,000 Orange County residents have taken a cruise during the past three years and The Orange County Register Metrogroup carries more steamship advertising than all but 9 newspapers in the nation. (Scarborough's 1987 Newspaper Ratings Study; Media Records, 1987)

THE ORANGE COUNTY
Register
METROGROUP

The leading medium in Southern California's richest market. Represented by CWO&O

Exec vp sales & mktg, Mike Simpson
Sr vp mktg, W. H. Weintraub
Agency: Leo Burnett Co., Chicago
Exec vp acct dir, Jim Jenness
Vp acct dir, Alan Roehl
Acct supr, Stacy Sopcich
Acct exec, Mark Hosbein
Exec vp media srvcs, Willard Hadlock
Media dirs, Lincoln Bumba, John Muszynski
Minority Agency: Vince Cullers Advertising, Chicago
Acct supr, George Boykin
Sr vp media dir, Jeff Cullers
Media dir, Ed Renno

129. **KLEENEX HUGGIES DIAPERS**

Kimberly-Clark Corp.

	Media investments 1987	1986
Magazines	$ 977,400	$ 1,303,400
Natl. Sun. mags.	—	—
Network tv	22,989,700	18,593,600
Spot tv	97,200	1,611,600
Network radio	—	—
Spot radio	38,800	—
Outdoor	—	—
Network cable	70,200	45,900
Newspapers	47,700	89,500
Natl. synd.	514,600	145,800
Total	**$24,735,600**	**$21,768,800**

Marketing/brand management:
Vp brand mgmt infant care div, Richard F. Auchter
Mktg dir, Steve R. Kalmanson
Dir adv srvcs, George J. Ker, Jr.
Agency: Ogilvy & Mather, N.Y.
Sr vp grp dir, Cliff Angers
Sr vp mgmt supr, David Mechlin
Sr vp assoc media dir, Mark Rice
Asst media dir, Mindy Kiger

130. **DODGE DAYTONA**

Chrysler Motors Corp.

	Media investments 1987	1986
Magazines	$ 5,665,800	2,256,100
Natl. Sun. mags.	—	—
Network tv	16,910,000	3,197,700
Spot tv	1,407,700	223,900
Network radio	—	—
Spot radio	—	—
Outdoor	117,000	6,100
Network cable	572,000	401,900
Newspapers	50,300	17,700
Natl. synd.	—	—
Total	**$24,722,800**	**6,103,400**

Marketing/brand management:
Vp mktg, Jerry York
Mktg mgr, Charles B. Kitz
Adv mgr, Jay Kuhnie
Agency: BBDO, Detroit
Pres & ceo, Bill Kelly
Sr vp grp mgmt supr, Bill Oswald
Sr vp mgmt supr, John Hammond
Vp acct suprs, Gordon Berg, Mark Caroselli
Sr vp exec media dir, Gene McCarthy
Vp media dir, Ted Zahrfeld

131. **SUBARU DEALERS ASSOCIATION**

Subaru of America Inc.

	Media investments 1987	1986
Magazines	—	—
Natl. Sun. mags.	—	—
Network tv	—	—
Spot tv	$16,837,700	$18,630,100
Network radio	—	—
Spot radio	5,346,900	2,604,600
Outdoor	—	—
Network cable	—	—
Newspapers	2,501,300	927,300
Natl. synd.	—	—
Total	**$24,685,900**	**$22,162,000**

Marketing/brand management:
Vp mktg, David L. Sippel
Dir adv & merchan, Chris Wackman
Natl adv oper mgr, Rick Balsiger
Natl dist mktg mgr, Tom Todd
Partner: Fuji Heavy Industries
Agency: Levine Huntley Schmidt & Beaver, N.Y.
Subaru distributor acct group:
Vp mgmt supr, Jack O'Hollaren
Acct supr, Scott Marticke
Acct execs, Jeff Petre, John Kennedy
Field acct execs:
Sr acct execs, Dan Kaufman (S.E. Suburu) Michael Ervin (Subaru Intl), Steve Faris (S.W. Subaru) Gordon Daly (Subaru Atlantic)
Acct execs: Cynthia Greene (Subaru dist corp),
Luke Adams (Mid-America Subaru)
Field acct supr, Steve Harper (Mid-America Subaru)
Sr vp grp dir, natl & dist bus, Terry Bonaccolta
Vp dir media srvcs, Michael Daly
Assoc media dir, Michael Sadowsky
Media suprs, Tom Volk, Andrea Blumenthal
Media plnrs, Queenie Lee, Rob Aigner
Larsen, Colby, Koralek
Subaru of Northern and Southern Calif:
Pres, Gary Koralek
Media dir, Susan Signorelli
Acct exec, Phil Johnson

132. **VISA CHARGE CARD**

Visa USA Inc.

	Media investments 1987	1986
Magazines	$ 2,755,800	$ 3,646,000
Natl. Sun. mags.	—	—
Network tv	15,373,700	12,390,200
Spot tv	3,133,100	2,340,900
Network radio	1,600	—
Spot radio	60,600	3,700
Outdoor	58,300	6,000
Network cable	579,900	534,600
Newspapers	(No data)	(No data)
Natl. synd.	2,685,600	1,038,200
Total	**$24,648,600**	**$19,959,600**

Marketing/brand management:
Sr vp mktg dir, John H. Bennett
Vp mktg comm, Janet Soderstrom
Mgr mktg comm, Phil Cox
Adv mgr, David L. Roberts
Special events mgr, Christine Koncal
Agency: BBDO, N.Y.
Exec vp sr mgmt rep, Gary De Paulo
Vp acct supr, Rich Kronengold
Exec vp media srvcs, Arnie Semsky
Sr vp media plng, Mike Drake
Sr vp natl tv buying, Steve Grubbs
Sr vp assoc media dir, Mike Hedge
Network buying supr, Larry Novenstern
Network plng supr, Jim Cammarata
Media plnr, Toni Racioppo

Seven cigarette entries made the list.

133. ALKA-SELTZER

Miles Laboratories Inc.

	Media investments 1987	1986
Magazines	—	—
Natl. Sun. mags.	—	—
Network tv	$16,800,400	$12,809,800
Spot tv	2,602,000	2,872,900
Network radio	4,364,800	4,828,000
Spot radio	65,000	—
Outdoor	—	—
Network cable	665,800	255,700
Newspapers	—	135,800
Natl. synd.	132,500	92,600
Total	**$24,630,500**	**$20,994,800**

Marketing/brand management:
Vp mktg (U.S.), Glen R. Fleischer
Dir media oper, Mitchell Streicker
Agency: McCann-Erickson, N.Y.
Sr vp grp acct dir, Peter Heinz
Vp mgmt rep, Phyllis Califano
Exec vp media dir, Ira Carlin
Sr vp plng, Vince Tortorelli
Hispanic agency: Conill, N.Y.
Ceo, Carlos R. Rossi
Exec vp acct srvcs dir, Liz Castells
Asst vp media dir, Ilia Leon
Pres crtv dir, Michelle Aragon

134. SPRITE SOFT DRINK

Coca-Cola Co.

	Media investments 1987	1986
Magazines	—	$ 113,400
Natl. Sun. mags.	—	—
Network tv	$14,978,800	15,484,300
Spot tv	6,812,300	8,404,800
Network radio	56,400	—
Spot radio	601,800	1,088,200
Outdoor	10,900	29,700
Network cable	252,200	459,300
Newspapers	—	17,800
Natl. synd.	1,907,800	1,592,800
Total	**$24,620,200**	**$27,190,300**

Marketing/brand management:
Vp adv, Michael Beindorff
Dir, Dan Sayre
Brand mgr, Steve Jones
Assoc brand mgr, Brian Lanahan
Vp media dir, William H. Lynn
Corp media mgr, John M. Drollinger
Agency: Lowe Marschalk, N.Y.
Exec vp grp dir, Eric Einhorn
Sr vp mgmt supr, Peg Jump
Acct supr, Neal Wilkins
Acct exec, Bob Sacco
Sr vp media dir, Stephen M. Segal
Vp assoc media dir, Christina O. Brodie
Media grp head, Reg Ungberg
Media supr, Ellen Polakoff
Sr media plnr, Susan Adelhardt
Asst media plnrs, Francis Fischer, Pat Braaf
Black agency: Burrell Advertising, Chicago
Sr vp grp dir, Sarah Burroughs
Vp acct supr, Neva Richardson
Sr vp media dir, Nick Howse
Media supr, Michelle Garner
Hispanic Agency: Castor Spanish International

The wine-cooler category is chilling out, down from four entries last year to two.

135. WINN-DIXIE FOOD STORES

Winn-Dixie Stores Inc.

	Media investments 1987	1986
Magazines	$ 143,200	—
Natl. Sun. mags.	—	—
Network tv	5,222,700	$10,195,800
Spot tv	17,937,800	33,748,400
Network radio	—	—
Spot radio	309,300	833,600
Outdoor	404,100	1,046,200
Network cable	342,200	—
Newspapers	(No data)	(No data)
Natl. synd.	16,800	—
Total	**$24,376,100**	**$45,824,000**

Marketing-brand management:
Dir adv, G. E. (Mickey) Clerc Jr.
Agency: William Cook Advertising, Jacksonville, Fla.
Exec vp acct mgr, Carson Eddings
Vp acct suprs: Lura Benton, James Radcliffe, Mike Russell
Acct execs, Dick Matthews, Marty Lynch, Glyn Denton, JoAnn Nolan
Media dir, Mary Shine
Dir media srvcs, Bob Stone

136. KELLOGG'S SUGAR FROSTED FLAKES

Kellogg Co.

	Media investments 1987	1986
Magazines	—	—
Natl. Sun. mags.	—	—
Network tv	$15,433,300	$10,207,700
Spot tv	6,982,000	5,796,600
Network radio	17,200	—
Spot radio	—	—
Outdoor	—	—
Network cable	337,200	339,900
Newspapers	—	—
Natl. synd.	1,561,300	1,363,500
Total	**$24,331,000**	**17,707,700**

Marketing/brand management:
Exec vp sales & mktg, Mike Simpson
Sr vp mktg, W. H. Weintraub
Agency: Leo Burnett Co., Chicago
Exec vp acct dir, Jim Jenness
Vp acct dir, Tim O'Day
Acct supr, Larry Bruck
Acct exec, Patty Bloomfield
Exec vp media srvcs, Willard Hadlock
Media dirs, Lincoln Bumba, John Muszynski
Minority Agency: Vince Cullers Advertising, Chicago
Acct supr, George Boykin
Sr vp media dir, Jeff Cullers
Media dir, Ed Renno

137. MARLBORO FILTER KINGS & 100'S CIGARETTES

[multi-product ads]

Philip Morris Cos.

	Media investments 1987	1986
Magazines	$21,490,000	$20,050,000
Natl. Sun. mags.	—	—
Network tv	—	—
Spot tv	—	—
Network radio	—	—
Spot radio	—	—
Outdoor	35,100	33,500
Network cable	—	—
Newspapers	2,768,600	5,322,700
Natl. synd.	—	—
Total	**$24,293,700**	**$25,406,200**

Marketing/brand management:
Grp dir, Nancy Brennan Lund

Brand mgrs, J. David Mackey, Richard J. Camisa
Dir media, Richard L. Stirlen
Agency: Leo Burnett Co., Chicago
Exec vp, Jim Oates
Sr vp acct dir, Peter Volz
Vp acct supr, Paul Driggs
Exec vp media srvc div, Willard Hadlock
Vp media dir, Bob Houghtlin

138. BEEF INDUSTRY COUNCIL

	Media investments 1987	1986
Magazines	$ 5,558,800	$1,653,600
Natl. Sun. mags.	—	—
Network tv	13,877,300	—
Spot tv	376,900	1,966,300
Network radio	3,072,300	—
Spot radio	244,400	156,700
Outdoor	—	—
Network cable	380,900	—
Newspapers	104,100	11,100
Natl. synd.	525,600	—
Total	**$24,140,300**	**3,787,700**

Marketing/brand management:
Vp mkt, John Francis
Adv dir, Jeanne M. Sowa
Parent: National Livestock & Meat Board
Agency: Ketchum Communications, San Francisco
Sr vp grp dir, Dianne Snedaker
Vp acct supr, Terry DiCarlo
Acct suprs, Edie Flynn, Karen Christensen
Acct execs, Susan Briganti, Mary Pomponio
Sr vp media, Mary Murphy
Media dir, Greg Montana

139. BLUE CROSS & BLUE SHIELD PLANS

Blue Cross and Blue Shield Association

(Not including ads from regional operations and ads solely for Blue Cross Insurance, etc.)

	Media investments 1987	1986
Magazines	$ 30,000	$ 1,074,300
Natl. Sun. mags.	—	56,600
Network tv	4,426,600	4,952,200
Spot tv	15,879,400	15,343,000
Network radio	—	—
Spot radio*	1,659,700	1,419,700
Outdoor	875,300	555,500
Network cable	3,100	9,000
Newspapers	1,110,000	1,278,000
Total	**$23,984,100**	**$24,688,300**

*M&MD estimates

Marketing/brand management:
Sr vp natl mktg div, Leonard E. Wood III
Exec dirs, Richard Maturi, Rick Enright
Vp comm, Duane Carlson
Sr consultant, Tom Mura
Exec dir, Lynne Peterson
Agency: Hal Riney & Partners, Chicago
Sr vp mging dir, Tom Sharp
Vp acct supr, Marty Kohr
Vp media dir, David Verklin
Media supr, Chuck Blomberg
Asst media plnr, Rosemary Costello

140. TOYOTA PASSENGER CARS & TRUCKS

Toyota Motor Corp.

	Media investments 1987	1986
Magazines	$ 38,900	—
Natl. Sun. mags.	—	—
Network tv	591,700	$ 387,500
Spot tv	20,578,200	20,511,600
Network radio	—	—
Spot radio*	2,176,400	3,208,100
Outdoor	290,000	—
Network cable	58,700	72,300
Newspapers	(No data)	(No data)
Natl. synd.	202,500	16,400
Total	**$23,936,400**	**$24,195,900**

Marketing/brand management:
Corp mktg dir, George Borst
Natl adv mgr, David Danzer
Adv mgr, Don Cecconi (trucks)
Adv admin, Natalie T. Stewart (cars), Mark Gelfond (trucks)
Parent: Toyota Motor Co. Local Dealers
Agency: Saatchi & Saatchi DFS, Torrance, Calif.
Exec vp mgmt dir, Joe Cronin
Sr vp mgmt supr, Warren Benjamin
Sr vp acct grp supr, Ray Damiano
Acct suprs, Cathy Moylan, Ian Beavis
Acct execs, Brian Hill, Linda Howard, Jennifer Reynolds
Sr vp dir media oper, Richard Weigand
Sr vp media dir, Nora Lapham
Assoc media dir, Katherine Jaris

141. MERCURY TRACER

Lincoln-Mercury Division

	Media investments 1987	1986
Magazines	$ 6,425,200	—
Natl. Sun. mags.	568,200	—
Network tv	11,190,000	—
Spot tv	339,900	—
Network radio	4,135,500	—
Spot radio	—	—
Outdoor	29,600	—
Network cable	288,000	—
Newspapers	779,300	—
Natl. synd.	151,300	—
Total	**$23,907,000**	—

Marketing/brand management:
Vp gen mgr, Ross Roberts
Gen sales mgr, Edsel B. Ford II
Gen mktg mgr, DeWayne Lancaster
Adv mgr, Steve Taylor
Brand mgr, C. W. Schneider
Media coor, M. E. Leischner
Parent: Ford Motor Co.
Agency: Young & Rubicam, Detroit
Sr vp grp dir, Greg Stein
Vp mgmt supr, Tim Cooney
Acct execs, Keenie Fieger, Sandy Rowland, Doug Williams
Sr vp media, Ken Pool
Grp media supr, Marge Forbes

Eight airlines made the Top 200. They are American, Delta, Eastern, Northwest, Pan Am, Piedmont, TWA and United.

142. BMW 325

BMW of North America Inc.

	Media investments 1987	1986
Magazines	$ 5,805,200	$ 3,483,000
Natl. Sun. mags.	—	—
Network tv	10,878,000	2,328,400
Spot tv	3,060,300	434,400
Network radio	—	—
Spot radio	—	—
Outdoor	—	—
Network cable	770,000	83,000
Newspapers*	3,307,100	(No data)
Natl. synd.	30,000	—
Total	**$23,850,600**	**$6,328,800**

*M&MD estimates

Marketing/brand management:
Vp mktg, Hans Riedel
Vp oper, Andy Pokorny
Gen mgr mktg comm, Carl Flesher
Agency: Ammirati & Puris, N.Y.
Sr vp grp dir, Duncan Pollock
Vp mgmt supr, Howard Lesman
Vp acct supr, Jan Boyle
Sr acct exec, Elise Knight
Asst acct exec, Glenn Berkwitt
Acct coor, Kelley Smith
Sr vp media dir, Steven Farella
Vp assoc media dir, Michael Lotito
Asst media dir, Patti Bunting
Media plnr, Susan Shanus
Asst media plnr, Lisa Rome

143. HBO PAY TV CHANNEL

Time Inc.

	Media investments 1987	1986
Magazines	$ 9,214,600	$ 8,371,200
Natl. Sun. mags.	—	35,800
Network tv	—	—
Spot tv	6,376,600	7,526,300
Network radio	501,700	—
Spot radio	3,311,000	2,891,800
Outdoor	21,600	10,000
Network cable	18,800	144,200
Newspapers	4,346,600	4,723,900
Natl. synd.	—	—
Total	**$23,790,900**	**$23,703,200**

Marketing/brand management:
Sr vp mktg, John Billick
Vp adv & prom, Dan Levinson
Vp dir mktg, Steve Janus
Agency: BBDO, N.Y.
Exec vp, Joe Barrett
Sr vp, Ken Angel
Vp, John Marchese
Sr vp, Leslie Margulis
Exec vp, Charles Miesmer
Assoc crtv dir, Mike Shevack

144. HONDA ACCORD

American Honda Motor Co.

	Media investments 1987	1986
Magazines	$ 4,609,900	$ 4,277,900
Natl. Sun. mags.	161,000	213,000
Network tv	14,926,400	7,882,800
Spot tv	1,859,100	1,186,100
Network radio	1,086,000	547,100
Spot radio	—	—
Outdoor	1,200	3,200
Network cable	691,300	665,100
Newspapers*	434,400	305,900
Natl. synd.	—	—
Total	**$23,769,300**	**$15,081,100**

*M&MD estimates

Marketing/brand management:
Sr vp auto sales oper, Tom Elliott
Sr mgr auto adv, Eric Conn
Asst mgrs auto adv, Mike Dillon, Bill Young
Exec vp, K. Amemiya
Agency: Rubin Postaer & Associates, L.A.
Sr vp grp acct dir, William C. Hagelstein
Vp acct dir, Chuck Valentine
Vp acct suprs, Julie Boston, Joan Egan
Sr vp media dir, Tom Somerset
Assoc media dirs, Kate Knox, Stan Botello

145. MAZDA 626

Mazda Motors of America

	Media investments 1987	1986
Magazines	$ 5,397,000	$ 4,900,800
Natl. Sun. mags.	—	—
Network tv	11,869,200	6,812,900
Spot tv	2,157,000	1,643,000
Network radio	—	—
Spot radio	—	—
Outdoor	—	—
Network cable	477,500	335,800
Newspapers*	3,665,400	95,100
Natl. synd.	23,600	—
Total	**$23,589,700**	**$13,787,600**

*M&MD estimates

Marketing/brand management:
Sr vp gen mgr (MMA-Central), R. E. Hayden
Sr vp gen mgr (MMA-East), Jim Trado
Grp vp sales, R. Colliver
Vp mktg, Duane Bowen
Vp mktg srvcs, R. Parker
Agency: Foote, Cone & Belding, Santa Ana, Calif.
Exec vp gm, Welton Mansfield
Vp media dir, Robert MacDonald

146. DODGE DAKOTA COMPACT TRUCKS

Chrysler Motors Corp.

	Media investments 1987	1986
Magazines	$ 4,126,300	$ 2,777,000
Natl. Sun. mags.	—	502,400
Network tv	17,549,600	7,020,000
Spot tv	1,702,600	1,196,800
Network radio	—	—
Spot radio	—	—
Outdoor	5,400	8,700
Network cable	97,100	7,200
Newspapers	(No data)	(No data)
Natl. synd.	15,100	—
Total	**$23,496,100**	**$11,512,100**

Marketing/brand management:
Vp mktg, Jerry York
Mktg mgr, John MacDonald
Adv mgr, Ken Laurence
Agency: BBDO, Detroit
Pres ceo, Bill Kelly
Sr vp grp mgmt supr, Bill Oswald
Sr vp mgmt supr Dodge trucks, Mike Graham
Vp acct supr Dodge trucks, Tim Miller
Acct execs, Mike Woods, Dan Hutzell
Sr vp exec media dir, Gene McCarthy
Vp media dir, Joe Caponigro

Franklin Mint placed two of its product lines in this year's Top 200.

147. HIGHLAND HOUSEHOLD PRODUCTS

Highland Superstores Inc.

	Media investments 1987	Media investments 1986
Magazines	—	—
Natl. Sun. mags.	—	—
Network tv	—	—
Spot tv	$22,566,800	$18,830,200
Network radio	—	—
Spot radio	894,200	716,800
Outdoor	13,500	—
Network cable	—	—
Newspapers	(No data)	(No data)
Natl. synd.	—	—
Total	**$23,474,500**	**$19,547,000**

Marketing/brand management:
Dir adv & mktg, Frank Ferriolo
Asst adv dir, Marge Taylor-Wehr
Dir special events, Ed Rossman
Media mgr, Marianne Barrons
Creative agency: W.B. Doner
Acct exec, Jeff Hale
Asst acct exec, Lynne Goswick
Mgmt supr, Ross Lerner
Print advertising: In-house
Media buying: In-house

148. EVEREADY ENERGIZER BATTERIES

Eveready Battery Co.

	Media investments 1987	Media investments 1986
Magazines	$ 710,400	$ 97,600
Natl. Sun. mags.	—	—
Network tv	19,933,300	18,624,800
Spot tv	416,000	191,400
Network radio	8,000	1,255,800
Spot radio	62,100	47,200
Outdoor	92,700	—
Network cable	1,443,800	538,600
Newspapers*	85,400	30,800
Natl. synd.	654,000	107,400
Total	**$23,405,700**	**$20,893,600**

*M&MD estimate

Marketing/brand management:
(Eveready & Energizer brand batteries) Vp mktg, Susan O. Scott
Grp dir, John B. Snodgrass
Parent: Ralston Purina Co.
Agency: DDB Needham Worldwide, Chicago
Acct supr, Doug Rothrock
Acct exec, Kalpana Murthy

149. COLUMBIA RECORD & TAPE CLUB

CBS Records Inc.

	Media investments 1987	Media investments 1986
Magazines	$ 8,408,000	$15,483,000
Natl. Sun. mags.	7,995,200	11,047,900
Network tv	—	—
Spot tv	497,100	413,300
Network radio	—	—
Spot radio	—	—
Outdoor	—	—
Network cable	—	—
Newspapers	6,170,300	8,819,000
Natl. synd.	—	—
Total	**$23,070,600**	**$35,763,200**

Marketing/brand management:
Vp music mktg, Sharon Karoki
Dir record & tape club adv, Joan Stamler
Dir compact disc club, Pam Lehman
Parent: Sony Corp. of America
Agency: Wunderman Worldwide, N.Y.
Sr vp mgmt supr, Peter Rabar
Exec vp media dir, Polly Langbort
Vp assoc media dir, Juliet Munoz-Darnell
Media supr, Rob Small

150. DUPONT CARPET FIBERS

E.I. DuPont de Nemours & Co.

	Media investments 1987	Media investments 1986
Magazines	—	—
Natl. Sun. mags.	—	—
Network tv	$22,283,000	$12,150,800
Spot tv	502,100	414,200
Network radio	—	—
Spot radio	—	—
Outdoor	16,800	—
Network cable	118,200	155,200
Newspapers	(No data)	(No data)
Natl. synd.	—	—
Total	**$22,920,100**	**$12,720,200**

Marketing/brand management:
Flooring systems division:
Dir, Tom McAndrews
Bus mgr residential, Robert Axtell
Mktg mgr, Bruce Koepcke
Mktg comm mgr, Gary Johnston
Agency: BBDO, N.Y.
Acct supr, Stuart Marvin
Acct exec, Helen Fitzpatrick
Acct coor, Karen Cavaluzzi
Exec vp media, Arnie Semsky
Media dir, Mike Drake
Vp assoc media dir, Tom Fuld
Media supr, Peter Harrington

151. WALL STREET JOURNAL CIRCULATION

Dow Jones & Co.

	Media investments 1987	Media investments 1986
Magazines	$ 142,100	$ 396,900
Natl. Sun. mags.	10,300	9,500
Network tv	1,343,600	5,954,300
Spot tv	7,370,700	2,814,300
Network radio	7,821,800	5,917,200
Spot radio	716,700	1,979,000
Outdoor	—	—
Network cable	2,865,600	2,350,700
Newspapers	1,287,400	1,259,200
Natl. synd.	1,285,900	1,752,200
Total	**$22,844,100**	**$22,433,300**

Marketing/brand management:
Vp mktg, Bernard Flanagan
Agency: Lord, Geller, Federico & Einstein, N.Y.
Mgmt supr, David Johnson
Acct exec, Lee Platt
Fallon McElligot, Minneapolis
Acct supr, Bob Van Horn
Acct exec, Angela Weatherly
Media dir, Scot Butler
Jim Johnston Advertising, N.Y.
Sr vp grp dir, Patricia Johnston
Sr vp media, Howard Gerber

152. CHRYSLER MOTORS CORP. GENERAL PROMOTION

	Media investments 1987	Media investments 1986
Magazines	$ 282,000	$ 100,000
Natl. Sun. mags.	—	—
Network tv	16,638,400	187,000
Spot tv	11,400	621,000
Network radio	1,000,800	—
Spot radio	4,530,800	6,226,300
Outdoor	—	—
Network cable	178,000	7,300
Newspapers	185,400	(No data)
Natl. synd.	—	—
Total	**$22,826,800**	**$7,141,600**

Marketing/brand management:
Mktg dir, A.C. Liebler
Adv mgr, Joseph L. Hickey

Corporate progs mgr, M.V. Sutherland
Bus plng & research dir, P.J. Keegan
Merchandise mgr, W.R. Coley
Agency: Bozell, Jacobs, Kenyon & Eckhardt, Detroit
Exec vp gen mgr, G.F. Beech
Sr vp assoc gen mgr, B. Andrews
Exec vp mktg, A. Levenstein
Sr vp mgmt supr: William Shea
Sr vp media, Phillip Matz
Sr vp dir plng, E. Kruger
Media dir, C. Lapham
Acct supr, R. Lytle
Acct exec, J. Fisher

153. SLICE REGULAR SOFT DRINK

PepsiCo

	Media investments	
	1987	1986
Magazines	—	—
Natl. Sun. mags.	—	—
Network tv	$ 600,000	—
Spot tv	19,125,400	$27,525,200
Network radio	—	—
Spot radio	1,879,000	1,881,300
Outdoor	397,800	151,700
Network cable	—	27,300
Newspapers	734,600	1,023,200
Natl. synd.	—	—
Total	**$22,736,800**	**$30,608,700**

Marketing/brand management:
Sr vp crtv srvcs, Alan Pottasch
Vp mktg, Mike Lorelli
Media dir, Rick Rock
Assoc media dir, Mary Ann Power
Agencies: BBDO, N.Y.
Exec vp media srvcs, Arnie Semsky
Assoc media dir, Ivan Becker
Siboney Advertising, N.Y.
Gen mgr, Roger Pisani
Vp acct supr, Carla Trum
Acct exec, Melissa Quinoy
Vp media dir, Meg Bernot
Media supr, Joe Pena
(Agency was J. Walter Thompson until 2/88)

154. DISNEY WORLD AMUSEMENT PARK

Walt Disney World Co.

	Media investments	
	1987	1986
Magazines	—	—
Natl. Sun. mags.	—	—
Network tv	$ 5,672,500	$ 2,944,700
Spot tv	12,073,000	15,241,200
Network radio	—	—
Spot radio	152,800	12,100
Outdoor	15,400	—
Network cable	633,300	3,300
Newspapers	3,265,900	3,078,300
Natl. synd.	879,900	—
Total	**$22,692,800**	**21,279,600**

Marketing/brand management:
Sr vp mktg, Tom Elrod
Vp mktg, Phil Lengyel
Dir pub, Charlie Ridgway
Mgr adv, Michael McPhillips
Mgr prom, Tom Kennington
Mgr special mkts, Sandi Litrenta
Dir crtv srvcs, Deb Muenchow
Parent: Walt Disney Co.
Agency: Western International Media
Sr vp dir media oper, Robert Lilley (N.Y.)
Mging dir, Karen Neumann (Boston)
Black Agency: UniWorld Group

155. CARNIVAL CRUISE LINES

Carnival Cruise Lines Inc.

	Media investments	
	1987	1986
Magazines	$ 60,800	$ 53,900
Natl. Sun. mags.	14,200	—
Network tv	10,993,800	9,842,700
Spot tv	1,395,300	742,800
Network radio	—	—
Spot radio	—	—
Outdoor	10,700	600
Network cable	339,400	112,700
Newspapers	9,174,800	8,786,100
Natl. synd.	637,800	1,500
Total	**$22,626,800**	**$19,540,300**

Marketing/brand management:
Pres ceo Micky Arison
Sr vp sales & mktg, Robert H. Dickinson
Vp mktg, Karine L. Armstrong
Agencies: McFarland & Drier, Miami (Broadcast)
Chair, William McFarland
Media supr, Geri Donnelly
Media buyer & plnr, Chris Vari
Acct coor, Lisa Stephens
HMK Advertising, Boston (Print)
Pres, Harvey Karp
Acct supr & media dir, Holly Patmore
Adv coor & media buyer, Suzanne Provencher

156. KELLOGG'S CORN FLAKES

Kellogg Co.

	Media investments	
	1987	1986
Magazines	$ 391,900	$ 445,500
Natl. Sun. mags.	—	—
Network tv	18,107,300	15,135,100
Spot tv	2,855,500	496,700
Network radio	—	400
Spot radio	—	—
Outdoor	—	—
Network cable	316,400	113,700
Newspapers	—	5,000
Natl. synd.	949,700	301,100
Total	**$22,620,800**	**$16,497,500**

Marketing/brand management:
Exec vp sales & mktg, Mike Simpson
Sr vp mktg, W. H. Weintraub
Agency: Leo Burnett Co., Chicago
Exec vp acct dir, Jim Jenness
Vp acct dir, Alan Roehl
Acct supr, Stacy Sopcich
Acct exec, Barbara Wentworth
Exec vp media srvcs div, Willard Hadlock
Media dirs, Lincoln Bumba, John Muszynski
Minority Agency: Vince Cullers Advertising, Chicago
Acct supr, George Boykin
Sr vp media dir, Jeff Cullers
Media dir, Ed Renno

157. SEARS HOUSEHOLD ITEMS

Sears Roebuck & Co.

	Media investments	
	1987	1986
Magazines	$ 3,018,300	$ 6,924,700
Natl. Sun. mags.	714,600	1,581,900
Network tv	332,000	14,830,300
Spot tv	34,900	1,727,100
Network radio	14,866,400	12,225,300
Spot radio*	3,356,400	4,447,700
Outdoor	9,600	5,000
Network cable	400	194,700
Newspapers	no data	no data
Natl. synd.	—	147,200
Total	**$22,332,600**	**$42,083,900**

*M&MD estimates

Marketing/brand management:
Mgr admin & oper, William Cora
Natl retail adv mgr, S. Scott Harding
Natl adv srvc mgr, Celeste Gosman
Mgr natl media srvc, Bernie Miller
Mgr bdcst oper, Barbara Drier
Vp mktg, Thomas Morris
Mktg comm mgr, Michael Mangan (home appliances/home improvement)
Mktg comm mgr, John Summers (home fashions)
Natl catalog ad mgr, Ronald Ramseyer
Agencies: Ogilvy & Mather, Chicago
(retail and catalog advertising network tv, network radio, spot tv and spot radio)
Exec vp pres Chicago, Bill Whitney
Sr vp mging dir, Wim Slootweg
Sr vp gen mgr, Bruce Beach
Sr vp client srvc dir, Al Mager
Vp mgmt suprs, Dan Delaney, Bruce Jasurda
Acct suprs, Jeff Totaro, Ann Sundet, Steve Nance, Paula Serios, Ole Riise, Brian Kelly
Sr vp media dir, Tom Bell
Dir local brdcst, Jacque O'Connor
Dir natl brdcst, Kay Durkin
Vp assoc media dir, Marilyn Kelly
Media suprs, Dave Flockencier, Dave Rasmussen
Media plnrs, Roman Martens, Lori Segal, Jill Langan
Asst plnrs, JoAnn Farrington, Vicki Brummond, Robin Sprague
Hispania Advertising Inc., N.Y.
Sr vp grp dir, Caroline Demy
Vp acct supr, Marta Perdes-Gerdes
Acct supr, Andre Doren
Media dir, Carlos Cintron
Vince Cullers Advertising, Chicago
Acct supr, George Boykin
Sr vp media, Jeff Cullers
Media dir, Ed Renno

158. SEAGRAM'S GOLDEN WINE COOLER

Joseph E. Seagram & Sons

	Media investments 1987	1986
Magazines	$ 20,800	$ 606,100
Natl. Sun. mags.	—	—
Network tv	17,139,900	13,865,000
Spot tv	1,133,500	1,450,500
Network radio	—	55,900
Spot radio	1,169,100	19,900
Outdoor	37,100	—
Network cable	247,100	310,500
Newspapers*	194,500	577,000
Natl. synd.	2,179,300	152,700
Total	**$22,121,300**	**$17,037,600**

Marketing/brand management:
Pres Seagram Beverage Co., Richard Coffey
Exec vp mktg, Mark Taxel
Vp dir mktg strategy, Alysia Cohen
Agency: Ogilvy & Mather, N.Y.
Sr vp grp dir, Mike Newsrand
Vp mgmt supr, Jed Bernstein
Acct supr, Jane Gundell
Sr vp assoc media dir, Mark Rice
Asst media dir, Vikki Schwartzman
Media plnr, Catherine Fancher

WHAT'S WRONG WITH THIS PICTURE?
(HINT: KANSAS CITY HAS BEEN OVERLOOKED)

Food store sales: Top 30 markets

Overlooked? We're used to it, even though we're a lucrative food market, leaving places like New Orleans, Cincinnati, Milwaukee and San Jose waiting at the checkout counter.
Even some major marketers have made the mistake of leaving out Kansas City when they make top 20 or 30 buys. But the ones who have looked closely at national rankings and at the vitality of the Kansas City market know better. They know that among other things, KC is a Top-30 performer in auto sales (#20), retail sales and purchases of petroleum products.
KC also places considerably above the national average in purchases of alcoholic beverages, appliances and insurance.

Once you've discovered KC, choosing the most effective ad medium is easy: It's The Star & Times. Our Sunday readership alone (753,000) humbles the competition. Weekdays, we reach two-thirds of households with $50,000+ incomes.

Before you put together your marketing plan, look closely: If you've overlooked Kansas City there's something wrong with that picture. Call our general advertising manager, Jack Hines, at 816-234-4179 today for more on the must-buy KC market.

Sources: SBP '87 and Belden Associates - represented nationally by Cresmer, Woodward, O'Mara & Ormsbee Inc.

CHECK THE SOURCE
The Kansas City Star & Times

159. US SPRINT
GENERAL PROMOTION

	Media investments 1987	Media investments 1986
Magazines	$ 11,400	$ 1,022,600
Natl. Sun. mags.	—	—
Network tv	17,119,200	6,842,300
Spot tv	4,097,600	5,224,000
Network radio	—	—
Spot radio	11,600	1,923,100
Outdoor	—	—
Network cable	333,700	127,400
Newspapers	50,800	614,400
Natl. synd.	494,800	305,700
Total	**$22,119,100**	**$16,059,500**

Marketing/brand management:
Exec vp, David M. Holland
Vp adv & dir mktg, Jorge L. Rodriguez
Agency: J. Walter Thompson, San Francisco
Sr vp acct dir, Sherry Carniglia
Sr vp media dir, Charlotte Weissenberger
Assoc media dir, Al Adams

160. CHRYSLER DEALERS ASSOCIATION FRANCHISE
Chrysler Motors Corp.

	Media investments 1987	Media investments 1986
Magazines	—	—
Natl. Sun. mags.	—	—
Network tv	—	—
Spot tv	$16,724,200	$ 9,038,200
Network radio	—	—
Spot Radio	4,384,300	2,521,300
Outdoor	—	2,000
Network cable	—	39,300
Newspapers	1,003,900	1,908,600
Natl. synd.	—	—
Total	**$22,112,400**	**$13,509,400**

Marketing/brand management:
Dealer mktg mgr Chrysler Plymouth, James Holden
Dealer adv mgr, Dennis Demers
Agency: Bozell, Jacobs, Kenyon & Eckhardt, Minneapolis
Sr vp mgmt supr, Jack Hickey
Sr vp acct grp dir, Roy McKechnie
Sr vp media, Phil Matz
Assoc media dir, Roberta Bolvari

161. AT&T
BUSINESS LONG DISTANCE
AT&T Communications

	Media investments 1987	Media investments 1986
Magazines	$ 5,164,800	$ 7,685,100
Natl. Sun. mags.	—	33,500
Network tv	9,247,800	18,527,000
Spot tv	3,410,000	7,754,900
Network radio	1,184,200	1,926,300
Spot radio	(No data)	—
Outdoor	—	—
Network cable	958,600	928,700
Newspapers*	2,049,500	4,639,400
Natl. synd.	7,200	12,700
Total	**$22,022,100**	**$41,507,600**

*M&MD estimates

Marketing/brand management:
Adv dir, C.L. Mitchell Jr.
Div mgrs, P.C. Shyposh, W.J. Higgins
Parent: American Telephone & Telegraph Co.
Agency: McCann-Erickson, N.Y.
(domestic business long distance)
Sr vp grp mgmt dir, H. O'Brien
Vp mgmt rep, E. Keshin
Young & Rubicam, N.Y.
(international business long distance)
Sr vp grp dir, M. Lowenstein

162. TIME-LIFE BOOKS
Time Inc.

	Media investments 1987	Media investments 1986
Magazines	$12,403,100	$13,968,800
Natl. Sun. mags.	172,400	185,100
Network tv	—	34,800
Spot tv	5,951,100	5,970,100
Network radio	141,200	—
Spot radio	—	47,700
Outdoor	—	—
Network cable	3,155,800	3,938,800
Newspapers	13,900	234,200
Natl. synd.	96,000	115,600
Total	**$21,933,500**	**$24,495,100**

Marketing/brand management:
Pres Time-Life Books, Chris Linen
Sr vp mktg, Robert DeSena
Vp mktg srvcs, Hallett Johnson III
Mktg dirs, Roger Miller, Mary Donohoe, Frank Haeger
Brand mgrs: Kathy Bloomfield, Kathryn Beck, Tom Corry, Robin Schuster
Adv media mgr, Nancy Jones
Bdcst media mgr, Wayne Butler
Print media mgr, Shari Altman
Agencies: Wunderman Worldwide, N.Y.
Vp mgmt supr, Andy Jones
Exec vp media dir, Polly Langbort
Vp assoc media dir, Ellen Weiss
Grp dir exec vp, Worth Linen
Media supr, Cathy Calve
Acct execs: Wendy Foster, Susan Rock
A. Eicoff & Co.
Pres, Ron Bliwas
Sr vp acct mgr, Rick Sangerman
Sr vp media dir, Francie Barson
Sr vp crtv dir, Joel Rappin
Vp grp crtv dir, Carol Darr
Media supr, Beth Constantine
Traffic & contract mgr, Dena Gordon
Media buyers: Ken Houdek, Mary Clacher, Connie Cassiday, Peggy Stuebe

163. BUICK DEALERS ASSOCIATION FRANCHISE

	Media investments 1987	Media investments 1986
Magazines	$15,700	—
Natl. Sun. mags.	—	—
Network tv	—	—
Spot tv	17,920,600	$20,187,000
Network radio	7,400	74,500
Spot radio	944,300	1,111,200
Outdoor	—	34,500
Network cable	—	—
Newspapers	2,959,400	4,997,800
Natl. synd.	—	—
Total	**$21,847,400**	**$26,405,000**

Marketing/brand management:
Buick Motor Div., General Motors:
Vp gm, E.H. Mertz
Gen sls & srvc mgr, R.E. Coletta
Gen mkt mgr, D.E. Clark
Gen dir adv, J.W. Qualman
Parent: General Motors Corp. Dlrs. Assoc.
Agencies: Various

Gallo Wines was the only wine entry.

164. GENERAL FOODS INTERNATIONAL COFFEES

Philip Morris Cos.

	Media investments 1987	Media investments 1986
Magazines	$ 2,693,500	2,362,200
Natl. Sun. mags.	—	—
Network tv	10,652,200	6,850,500
Spot tv	3,768,800	2,764,000
Network radio	1,338,500	585,200
Spot radio	189,500	11,800
Outdoor	—	—
Network cable	829,100	512,500
Newspapers	51,500	—
Natl. synd.	2,321,700	—
Total	**$21,844,800**	**$13,086,200**

Marketing/brand management:
Dir mktg Maxwell House Coffee Division, Robert J. Pizzuti
Sr prod mgr, Phil Lauria
Agency: Young & Rubicam, N.Y.
Exec vp worldwide acct dir, Larry Shapiro
Sr vp mgmt supr, Steve Brookstein
Vp acct supr, Kim Bealle
Sr vp media dir, George Sharpe
Sr vp media grp supr, Diane Spencer

165. OLDSMOBILE CUTLASS

General Motors Corp.

	Media investments 1987	Media investments 1986
Magazines	$ 5,391,800	$ 2,799,300
Natl. Sun. mags.	—	—
Network tv	9,529,800	5,762,900
Spot tv	1,363,700	$551,800
Network radio	—	—
Spot radio	376,500	72,600
Outdoor	17,900	96,400
Network cable	78,000	16,300
Newspapers	4,895,000	147,800
Natl. synd.	137,700	581,600
Total	**$21,790,400**	**$10,028,700**

Marketing/brand management:
Brand mgr, S. D. McAlpine
Agency: Leo Burnett Co, Southfield, Mich.
Sr vp client srvc dir, Ted Jordan
Vp acct dir, Neil Lichtman
Sr vp media, Joe Henry

166. MITSUBISHI DEALERS ASSOCIATION FRANCHISE

Mitsubishi Auto Dealers Assoc.

	Media investments 1987	Media investments 1986
Magazines	—	—
Natl. Sun. mags.	—	—
Network tv	—	—
Spot tv	$21,111,700	$14,185,900
Network radio	—	—
Spot radio	332,100	—
Outdoor	—	—
Network cable	—	—
Newspapers	330,300	136,500
Natl. synd.	—	—
Total	**$21,774,100**	**$14,322,400**

Marketing/brand management:
Adv dir, Dan Girard
Agency: Grey Advertising, N.Y.
Exec vp, Lou Maloof
Exec vp media & prog srvcs, Alec Gerster

167. FORD COMPACT TRUCKS

Ford Motor Division

	Media investments 1987	Media investments 1986
Magazines	$ 3,285,100	$ 4,568,800
Natl. Sun. mags.	—	—
Network tv	10,924,500	5,488,500
Spot tv	1,060,700	965,700
Network radio	—	—
Spot radio	—	—
Outdoor	—	—
Network cable	376,700	112,400
Newspapers	5,923,000	2,410,700
Natl. synd.	202,500	—
Total	**$21,772,500**	**$13,546,100**

Marketing/brand management:
Vp gen mgr, T.J. Wagner
Gen mktg mgr, P.M. Novell
Adv mgr, John Vanderzee
Truck adv mgr, T.A. Boese
Dealer adv mgr, R.W. Lisenby
Media mgr, R.C. Halseth
Parent: Ford Motor Co.
Agency: J. Walter Thompson, Detroit
Exec vp gen mgr, Peter Schweitzer
Sr vp acct dir, Chuck Balestrino
Sr vp crtv dir, Richard Howting
Sr vp dir mktg srvcs, Robert Gamble
Sr vp brdcst supr, Ron Frederick
Media dir, Bob Reuschle
Vp car & truck grp media dir, Paul Hunt
Vp assoc media dir (trucks), Susan Kiltie
Hispanic markets agency: Hispania Advertising, N.Y.
Sr vp gen mgr, Caroline Demy
Vp acct supr, Marta Perdes-Gerdes
Acct supr, Andre Doren
Acct execs, Crichton Adams, Ivan Pichardo

168. KELLOGG'S RICE KRISPIES

Kellogg Co.

	Media investments 1987	Media investments 1986
Magazines	—	—
Natl. Sun. mags.	—	—
Network tv	$15,678,000	$13,438,400
Spot tv	3,588,700	2,531,000
Network radio	—	—
Spot radio	—	—
Outdoor	—	—
Network cable	388,000	283,800
Newspapers	—	—
Natl. synd.	2,019,600	1,527,300
Total	**$21,674,300**	**$17,780,500**

Marketing/brand management:
Exec vp sales & mktg, Mike Simpson
Sr vp mktg, W. H. Weintraub
Agency: Leo Burnett Co., Chicago
Exec vp acct dir, Jim Jenness
Vp acct dir, Tim O'Day
Acct supr, Larry Bruck
Acct exec Patty Bloomfield
Exec vp media srvcs, Willard Hadlock
Media dirs, Lincoln Bumba, John Muszynski
Minority Agency: Vince Cullers Advertising, Chicago
Acct supr, George Boykin
Sr vp media dir, Jeff Cullers
Media dir, Ed Renno

169. SIZZLER RESTAURANT

Sizzler Restaurants International Inc.

	Media investments 1987	Media investments 1986
Magazines	—	—
Natl. Sun. mags.	—	—
Network tv	—	—

Spot tv	$21,421,100	$15,,972,000
Network radio	—	—
Spot radio	211,000	198,000
Outdoor	16,200	71,700
Network cable	—	—
Newspapers	—	—
Natl. synd.	—	—
Total	**$21,648,300**	**$16,241,700**

Marketing/brand management:
Exec vp mktg, Michael M. Minchin Jr.
Adv dir, Donald W. Lum
Mktg mgr, Suellen Zecchini
Dir prod devel, Stacey James
Dir purchasing, Nydia Mowery
Parent: Collins Foods International Inc.
Agency: BBDO/West, L.A.
Sr vp grp dir, Tom Pickles
Vp acct supr, Jim Ward
Acct execs, Marnie Bodek, Steve Czerniel
Media dir, Ron Harrison

170. ECKERD DRUG STORES

Jack Eckerd Corp.

	Media investments 1987	1986
Magazines	$ 697,300	$ 545,000
Natl. Sun. mags.	—	—
Network tv	1,458,000	1,279,600
Spot tv	16,404,300	17,379,000
Network radio	—	—
Spot radio	1,408,800	939,000
Outdoor	73,700	44,600
Network cable	1,575,100	2,022,900
Newspapers	(No data)	(No data)
Natl. synd.	—	—
Total	**$21,817,200**	**$22,210,100**

Marketing/brand management:
Exec vp mktg, Ronald D. Peterson
Vp mktg comm, Kenneth Banks
Agency: WB Doner, St. Petersburg, Fla.
Sr vp grp dir, Ann Bergstrom
Vp acct supr, Craig Carpenter
Acct execs, Shelley Manes, Jenny Puryear, Ginny Vonckx
Vp media dir, Robert G. Jorden
Assoc media dir, Joan Morse

171. NOW FILTER 100s CIGARETTES

R.J. Reynolds Tobacco Co.

	Media investments 1987	1986
Magazines	$11,854,200	$13,574,100
Natl. Sun. mags.	4,441,400	5,182,900
Network tv	—	—
Spot tv	—	—
Network radio	—	—
Spot radio	—	—
Outdoor	—	118,000
Network cable	—	—
Newspapers	5,283,300	7,199,200
Natl. synd.	—	—
Total	**$21,578,900**	**$26,074,200**

Marketing/brand management:
Sr vp mktg, J. T. Winebrenner
Grp mktg dir, E. M. Blackmer
Vp mktg srvcs, G. T. Baroody
Grp dir media, D. F. Pearson
Grp mgr media admin, R. E. Neal
Grp mgr media plng, T. McCabe
Brand mgr, G. C. Pennell
Parent: RJR Nabisco Inc.
Creative agency: Young & Rubicam, N.Y.
Exec vp grp gen mgr, Jane Brite
Sr vp grp dir, Mike Feldman
Vp mgmt supr, Tony Pace
Acct supr, Jim Bogie
Acct exec, Randi Ireland

172. NYQUIL COLD REMEDY LIQUID

Richardson-Vicks Inc.

	Media investments 1987	1986
Magazines	—	—
Natl. Sun. mags.	—	—
Network tv	$12,749,600	$ 9,578,800
Spot tv	5,719,400	1,013,200
Network radio	—	—
Spot radio	751,700	623,500
Outdoor	—	—
Network cable	574,000	135,900
Newspapers	—	—
Natl. synd.	1,453,500	2,063,800
Total	**$21,248,200**	**$13,415,200**

Marketing/brand management:
Mktg dir, Rich Schaefer
Parent: Procter & Gamble Co.
Agency: D'Arcy Masius Benton & Bowles, N.Y.
Sr vp grp dir, Norman Sherman
Vp acct supr, Ross Cooper
Acct supr, Priscilla Natkins
Acct exec, Lisa Scott
Assoc media dir, Mark McLaughlin
Sr vp media dir, Rich Hamilton
Media dir, Irwin Fleischer
Asst media dir, Kathleen Zapoticky

173. MERRILL LYNCH STOCKBROKERS

Merrill Lynch, Pierce, Fenner & Smith, Inc.

	Media investments 1987	1986
Magazines	—	—
Natl. Sun. mags.	—	—
Network tv	$19,360,100	$10,695,100
Spot tv	37,500	63,100
Network radio	—	19,200
Spot Radio	1,443,800	226,200
Outdoor	—	—
Network cable	218,400	201,400
Newspapers	(No data)	(No data)
Natl. synd.	15,700	—
Total	**$21,075,500**	**$11,205,000**

Marketing/brand management:
Vp adv mgrs, James W. Walsh (corp.),
Deborah Mandelker (consumer mkts)
Ad mgr, Thomas Milligan (internal comm)
Agency: Bozell, Jacobs, Kenyon & Eckhardt, N.Y.
Sr vp mgmt suprs, Gerald Sherwin (corp & consumer mkts), Walter Guarino (capital mkts)

174. NUTRASWEET SWEETENER

The Nutrasweet Co.

	Media investments 1987	1986
Magazines	$ 263,500	$ 2,203,700
Natl. Sun. mags.	—	—
Network tv	20,041,900	22,010,800
Spot tv	100,400	155,600
Network radio	—	—
Spot radio	149,600	—
Outdoor	1,900	12,200
Network cable	—	270,100
Newspapers	409,200	55,100
Natl. synd.	89,200	1,167,500
Total	**$21,055,700**	**$25,875,000**

Marketing/brand management:
Vp mktg, William Wohlfeil
Dirs mktg, Brenda Sussna, Nile Wendorf
Parent: Monsanto Company
Agency: Ogilvy & Mather, Chicago
Sr vp client srvc dir, Ian Miller
Sr vp grp dir, David Warden (New York)
Vp mgt suprs, Barbara Elmendorf (Chicago), Mark Green (N.Y.)

175. TOYOTA COROLLA
Toyota Motor Corp

	Media investments 1987	1986
Magazines	$ 4,766,100	$ 891,900
Natl. Sun. mags.	35,400	—
Network tv	9,183,600	2,401,100
Spot tv	4,687,800	3,581,500
Network radio	—	—
Spot radio	—	—
Outdoor	39,800	—
Network cable	311,000	195,500
Newspapers*	625,200	163,900
Natl. synd.	1,335,400	48,200
Total	**$20,984,300**	**$7,282,100**

*M&MD estimates

Marketing/brand management:
Corp mktg mgr, George Borst
Natl adv mgr, David Danzer
Sr adv admin,
Natalie T. Stewart
Agency: Saatchi & Saatchi DFS, Torrance, Calif.
Exec vp mgmt dir, Joe Cronin
Sr vp mgmt supr,
Warren Benjamin
Acct supr, [illegible] Moylan
Acct execs, Brian Hill, Linda Howard, Jennifer Reynolds
Sr vp dir media oper, Richard Weigand
Sr vp media dir, Nora Lapham
Vp assoc media dir,
Katherine Jaris

176. POST RAISIN BRAN
General Foods Corp.

	Media investments 1987	1986
Magazines	$ 244,900	$ 1,140,600
Natl. Sun. mags.	—	—
Network tv	15,306,900	11,667,700
Spot tv	1,182,800	1,715,400
Network radio	300	—
Spot radio	—	—
Outdoor	—	—
Network cable	959,600	884,800
Newspapers	21,300	(No data)
Natl. synd.	3,108,900	2,629,600
Total	**$20,824,700**	**$18,038,100**

Marketing/brand management:
Grp vp gm, William H. Korab
Mktg mgr, David Vermylen
Dir Development, Rick DeSantis
Prod grp mgr, Cheryl Atkins
Dir media srvcs, David K. Braun
Assoc dir media srvcs, Don J. Miceli
Parent: Philip Morris Cos.
Agency: Grey Advertising, N.Y.
Exec vp, Jack Frantz
Exec vp media & prog srvcs, Alec Gerster

177. WRIGLEY'S EXTRA SUGAR FREE GUM
Wm. Wrigley Jr. Co.

	Media investments 1987	1986
Magazines	$ 1,993,800	$ 1,533,300
Natl. Sun. mags.	—	—
Network tv	10,466,400	11,605,200
Spot tv	6,329,300	3,761,700
Network radio	—	—
Spot radio	—	—
Outdoor	—	—
Network cable	1,112,700	1,024,900
Newspapers	—	—
Natl. synd.	910,500	304,700
Total	**$20,812,700**	**$18,229,800**

Marketing/brand management:
Exec vp mktg, Ronald O. Cox
Mktg dir, Susan Sherry
Agency: BBDO, Chicago
Sr vp mgmt supr, Tonise Hayden
Acct supr, Lauren Abbe
Acct exec, Carolyn Geldermann

178. WINSTON CIGARETTES
R. J. Reynolds Tobacco Co.

	Media investments 1987	1986
Magazines	—	—
Natl. Sun. mags.	—	—
Network tv	—	—
Spot tv	—	—
Network radio	—	—
Spot radio	—	—
Outdoor	$19,985,400	$21,009,000
Network cable	—	—
Newspapers	678,800	1,517,900
Natl. synd.	—	—
Total	**$20,664,200**	**$22,526,900**

Marketing/brand management:
Sr vp brand mktg, J. T. Winebrenner
Grp mktg dir, E. M. Blackmer
Sr brand mgr, T. C. Harris
Dir mktg srvcs, G. T. Baroody
Grp dir-media, D. F. Pearson
Grp mgr media admin, R. E. Neal
Grp plng mgr, T. J. McCabe
Parent: RJR Nabisco Inc.
Creative agency:
McCann-Erickson, N.Y.
Exec vp worldwide, Craig Middleton
Sr vp mgmt rep, Robert Dunn
Acct dir, Steve Goldstein
Acct exec, Dave Pastore

179. SUZUKI SAMURAI
Suzuki of America Automotive Corp.

	Media investments 1987	1986
Magazines	$ 419,600	$ 164,800
Natl. Sun. mags.	—	—
Network tv	3,261,200	—
Spot tv	15,023,500	11,134,400
Network radio	—	—
Spot Radio	1,040,300	1,455,400
Outdoor	299,200	—
Network cable	—	—
Newspapers	400,300	160,500
Natl. synd.	—	—
Total	**$20,444,100**	**$12,915,100**

Marketing/brand management:
Pres, K. Arai
Vp gen mgr, N. Douglas Mazza
Natl adv mgr, Jim Driver
Asst adv mgr, Diana Van Alstine
Agency: Keye/Donna/Pearlstein, L.A.
Exec vp, Spike Bragg
Vp media dir, Alan Hyman
Vp asst media dir, Garfield Ricketts
Acct supr (corp), Tim O'Mara
Acct exec (corp), Laura Hunter
Asst acct exec (corp), Michelle de Maria
Media supr (corp), Fran McCrary
Media plnr (corp), Merilee Marshall
Acct supr (dealer), Dick Diekman
Acct execs (dealer), Maryann

Malorgio (N.Y.), Bill Heffernan (Atlanta), Alan Ducastle (Chicago)
Admin asst (dealer), Lisa Kruttschnitt
Media supr (dealer), Maria Kosanovich
Media plnr (dealer), Kelly Kear
Asst media plnr (corp & dealer), Tom Rossi

180. GTE CORPORATE GENERAL PROMOTION

GTE Corp.

	Media investments 1987	1986
Magazines	$ 2,820,300	$ 4,464,700
Natl. Sun. mags.	—	77,700
Network tv	6,622,800	8,230,800
Spot tv	6,212,900	8,102,400
Network radio	79,200	—
Spot radio	225,500	1,966,400
Outdoor	—	—
Network cable	386,100	43,400
Newspapers	4,022,700	14,451,800
Natl. synd.	—	—
Total	**$20,369,500**	**$37,337,200**

Marketing/brand management:
Vp corp comm, Edward C. MacEwen
Dir corp adv, Rupert Smith
Agency: DDB/Needham Worldwide, New York
Exec vp, Larry Iannuzzelli
Grp sr vp, Denis Crosley
Vp acct suprs, Juliana Van Norden, Jim Cole, Susan Hershey
Vp mgmt supr, Nancy Bretl
Acct supr, Ann Davies
Acct execs, Ray Albergotti, Helen Wanamaker, Karin Muff, Scott McNulty
Vp media plng dir, Bob Huff
Vp assoc media plng dir, Davis Stewart

181. TRIDENT SUGARLESS GUM

Warner Lambert Co.

	Media investments 1987	1986
Magazines	$ 2,731,500	$ 2,331,700
Natl. Sun. mags.	—	—
Network tv	6,657,900	8,348,300
Spot tv	4,246,000	3,515,500
Network radio	3,468,800	4,455,300
Spot radio	—	39,300
Outdoor	1,000,900	—
Network cable	62,700	537,800
Newspapers	—	—
Natl. synd.	2,119,900	2,229,600
Total	**$20,287,700**	**$21,457,500**

Marketing/brand management:
Vp prod mgmt, Robert Clouston
Category dir, Robert Eager
Sr prod mgr, Robert Ehrlich
Agency: J. Walter Thompson, N.Y.
Sr vp grp dir, Jack Morrissey
Vp acct dir, Adele Finaly
Acct supr, Peter Mackey
Acct exec, Karen Halpert
Exec vp U.S. dir media svc, Richard Kostyra
Vp media dir, Ronnie Beason
Media supr, Kelly Lowman
Media plnr, Michele Paton

182. RYDER TRUCK LEASING

Ryder System Inc.

	Media investments 1987	1986
Magazines	$ 808,500	$ 2,026,600
Natl. Sun. mags.	—	—
Network tv	11,557,400	3,860,800
Spot tv	1,835,900	5,715,900
Network radio	1,153,200	81,700
Spot radio	1,697,700	1,275,100
Outdoor	10,700	4,500
Network cable	73,500	112,400
Newspapers	2,590,600	1,986,500
Natl. synd.	458,100	—
Total	**$20,185,600**	**$15,063,500**

Marketing/brand management:
Chair, pres & ceo, M. Anthony Burns
Sr exec vp, chief financial officer, Edwin A. Huston
Pres, vehicle leasing & srvc div, Donald W. Estes
Grp adv dir, John Larrick
Agency: Ogilvy & Mather, N.Y.
Grp dir, Bill Gray
Vp mgmt supr, Peter Neiman
Vp acct supr, Garret Vreeland
Acct supr, John Farr
Acct exec, Richard Lobel

183. GATORADE FLAVORED DRINK

Quaker Oats Co.

	Media investments 1987	1986
Magazines	$ 2,948,000	$ 652,500
Natl. Sun. mags.	—	—
Network tv	8,868,500	37,000
Spot tv	3,465,900	106,300
Network radio	1,069,700	—
Spot radio	1,127,100	250,900
Outdoor	—	—
Network cable	638,500	67,500
Newspapers	107,700	67,100
Natl. synd.	1,873,100	—
Total	**$20,098,500**	**$1,181,300**

Marketing/brand management:
Vp prod mgmt, John Breuer
Prod grp mgr, Susan Doten
Brand mgrs, Tom Feitel, Michael Whitcomb
Agency: Bayer Bess Vanderwarker & Flynn, Chicago
Acct supr, Bill Daily
Acct execs, Reese Adams, Barrie Somers
Media supr, John Reebel

184. PEPTO-BISMOL ANTACID

Procter & Gamble Co.

	Media investments 1987	1986
Magazines	$ 3,153,400	$ 1,910,800
Natl. Sun. mags.	—	—
Network tv	9,767,500	9,233,300
Spot tv	2,470,000	1,524,700
Network radio	2,641,400	868,300
Spot radio	1,100	38,800
Outdoor	46,000	15,900
Network cable	1,713,800	1,566,100
Newspapers	33,900	—
Natl. synd.	159,200	26,800
Total	**$19,986,300**	**$15,184,700**

Marketing/brand management:
Personal Care Products Division:
Brand mgr, T. A. Moore
Agency: Leo Burnett, Chicago
Exec vp acct dir, Hank Feeley
Sr vp acct dir, Mary Bishop
Vp acct dir, Tom Dickson
Acct exec, Jim Kaczkowski
Exec vp grp crtv dir, Bob Welke
Vp assoc crtv dir, Donna Speigel
Exec vp media srvcs, Willard Hadlock

185. PEOPLE MAGAZINE CIRCULATION

Time Inc.

	Media investments 1987	1986
Magazines	—	$ 377,000
Natl. Sun. mags.	—	—
Network tv	$ 3,827,200	4,222,000
Spot tv	14,176,900	13,072,200
Network radio	—	—
Spot radio	—	14,600
Outdoor	—	—
Network cable	1,395,800	913,200
Newspapers	531,700	1,114,400
Natl. synd.	—	64,500
Total	**$19,931,600**	**$19,777,900**

Marketing/brand management:
Publr, Don Elliman
Dir mktg & prom, Jim Donoghue
Dir mktg rsch srvcs, Barry Perrin
Circ dir, Lindsay Valk
Agencies: Holland & Callaway, N.Y.
Chmn & copywriter, Ron Holland
Pres, Jim Callaway
Prdcr, Russ Kaiser
Young & Rubicam, N.Y.

186. DOWNY FABRIC SOFTENER

Procter & Gamble Co.

	Media investments 1987	1986
Magazines	$ 184,600	$ 868,000
Natl. Sun. mags.	—	—
Network tv	12,200,400	11,774,300
Spot tv	5,225,500	4,130,700
Network radio	—	—
Spot radio	171,300	17,600
Outdoor	7,200	—
Network cable	399,400	590,800
Newspapers	8,200	12,400
Natl. synd.	1,603,400	1,477,700
Total	**$19,800,000**	**$18,871,500**

Marketing/brand management:
Vp brand mgr, B.L. Byrnes
Agency: Grey Advertising
Exec vp, Neil Kreisberg
Exec vp media & prog srvcs, Alec Gerster

187. LEE ARTIFICIAL NAILS

Lee Pharmaceuticals

	Media investments 1987	1986
Magazines	—	—
Natl. Sun. mags.	—	—
Network tv	$ 5,999,000	$42,342,400
Spot tv	4,012,600	3,774,100
Network radio	—	—
Spot radio	—	—
Outdoor	—	—
Network cable	2,639,100	5,651,800
Newspapers	—	—
Natl. synd.	7,111,700	7,534,400
Total	**$19,762,400**	**$59,302,700**

Marketing/brand management:
President, Ronald G. Lee
Agencies: Lee & Lee Advertising (in-house)
Pres, Ronald G. Lee
Western Media, L.A.
Sr vp dir ntwk prgm, Chuck Bachrach
Vp asst dir ntwk buying, Kathy McGrath

188. FORD TEMPO

Ford Motor Division

	Media investments 1987	1986
Magazines	$ 9,238,500	$ 7,171,700
Natl. Sun. mags.	—	—
Network tv	8,885,800	8,991,400
Spot tv	850,700	515,900
Network radio	—	—
Spot radio	—	—
Outdoor	129,500	18,000
Network cable	234,000	313,000
Newspapers	299,700	186,400
Natl. synd.	25,800	69,500
Total	**$19,665,000**	**$17,265,900**

Marketing/brand management:
Vp gen mgr, T.J. Wagner
Gen mktg mgr, P.M. Novell
Adv mgr, J.B. Vanderzee
Car ad mgr, R.J. Gillooly
Media mgr, R.C. Halseth
Dealer ad mgr, R.W. Lisenby
Parent: Ford Motor Co.
Agency: J. Walter Thompson, Detroit
Exec vp gen mgr, Peter Schweitzer
Sr vp acct dir, Chuck Balestrinto
Sr vp crtv dir, Richard Howting
Sr vp dir mktg srvcs, Robert Gamble
Sr vp brdcst mgr, Ron Frederick
Media dir, Bob Reuschle
Vp car & truck grp media dir, Paul Hunt
Assoc media dir (car), Tom Johnson
Hispanic agency: Hispania Advertising, N.Y.
Sr vp gen mgr, Caroline Demy
Vp acct supr, Marta Perdes-Gerdes
Acct supr, Andre Doren
Media dir, Carlos Cintron
Black agency: Burrell Advertising, Chicago
Sr vp grp dir, C. Curry
Acct supr, Robert Jackson
Sr vp media, Nick Howse
Assoc media dir, Zeline Kelly

189. TYLENOL REGULAR STRENGTH PAIN RELIEVER

McNeil Consumer Products

	Media investments 1987	1986
Magazines	—	—
Natl. Sun. mags.	—	—
Network tv	$16,457,800	—
Spot tv	662,000	$ 17,800
Network radio	—	—
Spot radio*	51,100	300
Outdoor	—	—
Network cable	469,800	2,400
Newspapers*	60,900	(No data)
Natl. synd.	1,826,400	12,000
Total	**$19,528,000**	**$32,500**

*M&MD estimates

Marketing/brand management:
Vp mktg, Jim T. Lenehan
Group prod dir, Brian D. Perkins
Prod dir, Tony A. Vernon
Asst prod dirs, E. Klein, K. Ferris, M. Simmons, K. Whittington
Parent: Johnson & Johnson
Agency: Saatchi & Saatchi DFS, N.Y.
Exec vp-grp dir, Thomas Lom
Sr vp mgmt supr, Joe McCarthy
Acct exec, Ellen Rothschild
Asst acct execs, Mike Johnson, Stanley Yorker, Sue Schute
Exec vp dir media oper, Carol Karasick
Vp assoc media dir, Charlie Greenberg
Media supr, Marie Wolpert
Hispanic agency: Mendoza, Dillon & Associados
Vp acct srvcs, Robert L. Howells

190. VANTAGE KING CIGARETTES REGULAR FILTERS

R.J. Reynolds Tobacco Co.

	Media investments 1987	1986
Magazines	$11,585,600	$14,530,200
Natl. Sun. mags.	—	3,708,500
Network tv	—	—
Spot tv	—	—
Network radio	—	—
Spot radio	—	—
Outdoor	7,546,000	11,777,600
Network cable	—	—
Newspapers	311,300	2,613,400
Natl. synd.	—	—
Total	**$19,442,900**	**$32,629,700**

Marketing/brand management:
Sr vp brand mktg, J. T. Winebrenner
Grp mktg dir, R. M. Sanders
Brand mgr, H. T. Parks
Grp dir media, D. F. Pearson
Grp mgr media admin, R. E. Neal
Grp mgr media plng, T. J. McCabe
Parent: RJR Nabisco Inc.
Creative agency: FCB/Leber Katz Partners, N.Y.
Exec vp grp mgmt dir, Robert Hirsch
Vp mgmt dir, Angelika Thiel
Acct dir, Dan Howald
Acct execs, Diane Krutan, Sarah Smith

191. LUVS DISPOSABLE DIAPERS

Procter & Gamble Co.

	Media investments 1987	1986
Magazines	$ 230,100	$ 2,295,300
Natl. Sun. mags.	—	—
Network tv	13,358,400	10,111,000
Spot tv	5,316,800	3,097,300
Network radio	—	—
Spot radio	64,700	—
Outdoor	17,400	20,200
Network cable	88,100	—
Newspapers	48,500	92,100
Natl. synd.	171,400	530,700
Total	**$19,295,400**	**$16,146,600**

Marketing/brand management:
Paper products division:
Vp brand mgr, Richard R. Nicolosi
Agency: Leo Burnett Co., Chicago
Sr vp acct dir, Mary Bishop
Vp acct dir, Tom Dickson
Acct supr, Anne Dooley
Acct execs, Devon Allison, Doug Porter
Exec vp media srvcs, Willard Hadlock
Vp media dir, Robert Kirkpatrick

192. SAFEWAY STORES

Safeway Stores Inc.

	Media investments 1987	1986
Magazines	$ 195,500	$ 1,067,100
Natl. Sun. mags.	—	—
Network tv	—	—
Spot tv	17,496,000	20,144,900
Network radio	—	—
Spot radio	1,113,200	1,444,500
Outdoor	429,400	191,100
Network cable	—	—
Newspapers	(No data)	(No data)
Natl. synd.	—	—
Total	**$19,234,100**	**$22,847,600**

Marketing/brand management:
Grp vp dir mktg, Donald J. Smith
Vp adv & prom, Ron Giglio
Agency: Ketchum, San Francisco
Sr vp grp dir, Dianne Snedaker
Acct supr, Zonda Montgomery
Sr vp media dir, Cheryl Kroyer
Pres exec crtv dir, Ken Dudwick
Vp assoc crtv dirs: Carla Krummel, Dave Tyree
Research supr, Jeanne Brown
Vp dir brdcst prod, Debora January
Note: Advertising managers of seven U.S. regional divisions determine media expenditures. Each division employs its own broadcast agency.

193. ALKA SELTZER PLUS COLD TABLETS

Miles Laboratories Inc.

	Media investments 1987	1986
Magazines	—	—
Natl. Sun. mags.	—	—
Network tv	$12,368,700	$12,412,800
Spot tv	2,400,000	2,117,300
Network radio	3,612,400	2,821,500
Spot Radio	—	—
Outdoor	—	—
Network cable	566,900	363,000
Newspapers	—	—
Natl. synd.	252,600	36,600
Total	**$19,200,600**	**$17,751,200**

Marketing/brand management:
Vp mktg, Glen R. Fleischer
Grp prod mgr, Gordon E. Compton
Dir media oper, Mitchell B. Streicker
Sr prod mgr, David E. Bachtel
Prod mgr, Barbara D. Kauffman
Agency: Wells, Rich, Greene, N.Y.
Exec vp, John Costello
Sr vp mgmt supr, Ken Manka
Sr vp corp media dir, Bob Geis
Dir N.Y. media oper, Christopher Tinkham
Media grp head, Cheryl Leslie

194. CANON CAMERAS

Canon U.S.A. Inc.

	Media investments 1987	1986
Magazines	$ 2,122,600	$ 2,182,300
Natl. Sun. mags.	—	—
Network tv	10,481,500	4,006,400
Spot tv	2,967,200	3,787,500
Network radio	—	—
Spot Radio	—	—
Outdoor	437,900	328,300
Network cable	1,470,700	1,895,300
Newspapers	1,460,500	415,200
Natl. synd.	207,600	—
Total	**$19,148,000**	**$12,615,000**

Marketing/brand management:
Sr vp photo prods, K. Ohyama
Mktg dir, T. Hirasawa
Adv mgr, T. Maruyama
Agency: DCA Advertising, N.Y.
Exec vp dir client srvcs, Michiya Matsuoka
Sr vp grp dir, Frank Savarese
Acct supr, Wataru Komaki
Sr vp dir media srvcs, Steven Naftelberg
Vp assoc media dir, Bernice Rice Gerstein
Sr plnr, Craig Martise

195. SCOPE MOUTHWASH

Procter & Gamble Co.

	Media investments 1987	1986
Magazines	$ 699,100	$ 257,100
Natl. Sun. mags.	—	32,800
Network tv	13,430,700	9,836,900
Spot tv	3,971,500	4,727,000

Network radio	—	—
Spot radio	329,100	149,700
Outdoor	80,100	23,300
Network cable	401,000	503,300
Newspapers	—	—
Natl. synd.	107,000	18,300
Total	**$19,018,500**	**$15,548,400**

Marketing/brand management:
Category mgr, Mick Yates
Assoc adv mgr, Gary Fassak
Brand mgr, Gayl Meyermann
Agency: D'Arcy Masius Benton & Bowles, N.Y.
Sr vp grp dir, Norman Sherman
Vp acct supr, Carl Nichols
Acct exec, Tim Kelly
Sr vp media dir, Rich Hamilton
Vp assoc media dir, Mark McLaughlin
Asst media dir, Lee Doyle

196. U.S. MINT COINS

United States Government

	Media investments 1987	1986
Magazines	$ 7,294,800	$ 3,181,700
Natl. Sun. mags.	167,300	395,300
Network tv	7,884,100	16,898,200
Spot tv	652,000	1,883,500
Network radio	—	—
Outdoor	—	—
Network cable	293,600	18,400
Newspapers	2,042,500	269,900
Natl. synd.	664,900	—
Total	**$18,999,200**	**$22,647,000**

Marketing/brand management:
Bureau of the mint:
Dir of the mint, Donna Pope
Dir of mktg, Brian O'Donnell
Asst dir mktg, Daniel P. Cahill
Agency: Grey Advertising, N.Y.
Sr vp, Robert A. Ravitz

197. GENERAL MOTORS CORP. GENERAL PROMOTION

General Motors Corp.

	Media investments 1987	1986
Magazines	$ 7,474,300	$ 9,956,400
Natl. Sun. mags.	94,900	416,100
Network tv	7,031,500	12,931,300
Spot tv	2,044,200	2,670,200
Network radio	537,200	4,139,700
Spot radio	75,100	144,200
Outdoor	—	8,600
Network cable	287,400	189,100
Newspapers	1,361,200	279,800
Natl. synd.	70,900	4,200
Total	**$18,976,700**	**$30,739,600**

Marketing/brand management;
Vp mktg & prod plng, J.G. Middlebrook
Exec dir adv & strategic merchan P. Guarascio
Gen dir, media operations, M.A. Browner
Dir adv, D. J. Teasdale
Vp pub rel, J. W. McNulty
Dir pub affairs adv, G. H. Pruette
Sr staff asst (pub affairs), R. Thomas Beaman
Agencies: NW Ayer, Detroit
Public affairs:

DECISIONS BRAND REPORTS GET ATTENTION

Featuring lists of the biggest spenders of ad dollars and reports about the marketing strategies employed by top firms, *Decisions Brand Reports* provide marketing and media professionals with an insightful overview of a different industry category each month. Upcoming *Decisions Brand Reports* include:

September
Frozen Entrees Brand Report
Ad Close: August 1, 1988

October
Special Report — Marketing & Media Research
Watches Brand Report
Ad Close: September 1, 1988

November
Allergy & Cold Medications Brand Report
Ad Close: October 3, 1988

To deliver your advertising to over 30,000 people with the power to act on what they see, contact your *Decisions* representative or call, Dave Bentley, Publisher, (212) 391-2155.

MARKETING & MEDIA
DECISIONS
Those who make them, read us.

Sr vp mging dir, Robert Kingsbury
Sr vp mgmt supr, Richard Prince
Vp media dir, Randall Schroeder
Assoc media dir, Rick Doyle
Minority marketing agency: Mingo-Jones, N.Y.
Acct supr, Bill McGugins
Media dir, Don Harris

198. LISTERINE ANTISEPTIC MOUTHWASH

Warner-Lambert Co.

	Media investments 1987	Media investments 1986
Magazines	$ 76,900	$ 221,900
Natl. Sun. mags.	—	—
Network tv	11,783,700	13,793,800
Spot tv	2,441,600	2,623,600
Network radio	1,573,000	—
Spot radio	396,000	913,000
Outdoor	—	—
Network cable	34,400	—
Newspapers	—	—
Natl. synd.	2,514,200	598,300
Total	**$18,819,800**	**$18,150,600**

Marketing/brand management:
Vp mktg & brand mgmt, Russ Moran
Category dir, Lynne Millheiser
Sr prod mgr, Chip Horner
Asst brand mgr, Glenn Deutsch
Agency: J. Walter Thompson, N.Y.
Sr vp grp dir, Jack Morrissey
Sr vp acct dirs, Jeremy Birkbeck, Peter Leinroth
Exec vp U.S. dir media srvcs, Richard Kostyra
Vp assoc media dir, Ronnie Beason
Media supr, Mark Stewart
Minority Agency: Hispania Advertising, N.Y.
Sr vp grp dir, Caroline Demy
Vp acct supr, Marta Perdes-Gerdes
Acct supr, Andre Doren
Acct execs, Crichton Adams, Ivan Pichardo
Media dir, Carlos Cintron

199. DEXATRIM REDUCING CAPSULES

Thompson Medical Co.

	Media investments 1987	Media investments 1986
Magazines	—	$ 73,100
Natl. Sun. mags.	—	—
Network tv	$10,483,700	7,831,700
Spot tv	2,863,600	2,449,700
Network radio	—	—
Spot radio	—	67,501
Outdoor	—	—
Network cable	2,371,500	736,300
Newspapers	22,000	—
Natl. synd.	3,030,700	766,600
Total	**$18,771,500**	**$11,924,900**

Marketing/brand management:
Sr mktg mgr, Kelly Kaplan
Media dir, Pamela Edelstein
Asst mktg mgr, Alison Mann
Agency: Laurence, Charles, Free & Lawson, N.Y.
Sr vp grp dir, Al Magnane
Vp acct supr, Cheryl Rego
Acct exec, Betsy Copage
Sr vp media, Janice Clements
Media supr, Margie Hauer

200. PEARLE VISION CENTERS

Grand Metropolitan PLC

	Media investments 1987	Media investments 1986
Magazines	$ 328,900	—
Natl. Sun. mags.	—	—
Network tv	3,471,000	$ 7,392,500
Spot tv	13,737,900	8,550,400
Network radio	—	—
Spot radio	580,700	660,300
Outdoor	11,800	107,800
Network cable	561,100	529,200
Newspapers	(No data)	(No data)
Natl. synd.	—	—
Total	**$18,691,400**	**$17,240,200**

Marketing/brand management:
Sr vp mktg, Joseph T. Dono
Mktg dir, Debra L. Tippett
Dir field mktg, Randy Henry
Mktg mgr, Sara Sampson
Dir plng & dev, Phillip Suttle
Agencies: Foote, Cone & Belding, Chicago
Sr vp grp dir, Joan Black
Vp acct dir, Bob Kubis
GSD&M, Austin, Texas
Vp acct dir, Steve Braasch

Sources

Consumer magazines and national Sunday magazines: Data summarized from the PIB Magazine Analysis prepared by Leading National Advertisers Inc. (LNA) of actual linage run in those publications. Expenditures are based on current one-time gross rates before discounts. Rates for national full-run insertions are based on ad size and coloration. Rates for regional and less than full-run insertions are determined by LNA editors based on circulation and rates supplied by the magazines. Covered are more than 150 consumer magazines and three national Sunday magazines, plus tear sheets of over 1,500 regional editions a year.

Network tv and network radio: Data secured by Broadcast Advertisers Reports (BAR), which monitors all network broadcasts except those of the Mutual Radio Network. Material is collected on audio tape and then translated into a sequential listing. Network tv and network radio rates are based on estimates provided by the three networks of per-minute cost for time and talent.

Spot tv: Data secured by Broadcast Advertisers Reports (BAR) from listening posts in 75 top markets that monitor 319 stations for one week each month. These weekly records are projected to estimates of monthly spot tv usage. Spot tv rates are applied from a station rate deck that is constantly updated by agency buyers.

National syndication: Broadcast Advertisers Reports (BAR) monitors the principal satellite transponders that carry syndicated shows 24 hours a day. BAR estimates brand expenditures by assigning an estimated national rate to each program, and applying that rate to each brand commercial that is monitored.

Outdoor: Data are based on information submitted to Leading National Advertisers (LNA) at the request of the Institute of Outdoor Advertising by outdoor plant operators in markets of 100,000 population or over. Covered is about 80% of total national outdoor advertising expenditures.

Brand dollar estimates are retabulated by *Decisions* by major brand name from the data just described. The brand data in greater detail is also available from each of the organizations that compile the data.

Spot radio: Data generated by Radio Expenditure Reports (RER) are calculated from a sample of 2,500 stations in 200 markets. RER's sources are 15 leading radio reps handling station groups that supply quarterly computer runs of the spots aired by station, by market, and by brand of product spots aired.

Outdoor: Data are based on information submitted to Leading National Advertisers (LNA) at the request of the Institute of Outdoor Advertising by outdoor plant operators in markets of 100,000 population or over. Covered is about 80% of total national outdoor advertising expenditures.

Newspapers: Data compiled by Media Records, which measured every ad in 184 daily and Sunday newspapers. Actual linage is multipled by the applicable one-time general open-line rate. Dollar estimates include newspaper supplements, color comic sections, rotogravure, all color ads.

SILK SCREEN BY GREG RADICH

JUST THE FAX, PLEASE

As prices of facsimile machines drop, demand has soared. Watch out, Federal Express.

by Pamela Ellis-Simons

Jim Farnum has gone fax-happy. As president of Formsware Management Systems in South Pasadena, Calif., Farnum was spending about $200 a month at the local Federal Express office, sending and receiving proofs for his printing business. But since getting a facsimile machine, Farnum has lopped $150 off his monthly shipping bill, leaving the expensive courier service for high quality resolution proofs and color materials that faxes can't handle. Plus, Farnum has figured out another handy use for the fax: He sends handwritten thank-you notes to his contacts at client companies, what he calls a "hard-copy version of a phone call" and a real sales tool. Faxes are still novel enough to "boost that person's importance in front of co-workers," says Farnum, "and it makes the contact more than willing to work with you again."

That novelty factor, though, is fast wearing off. Suddenly, facsimile machines, which some people still can't pronounce without sounding it out, are the newest thing in office chic. Ads for the compact boxes, some with trimline phones, are cropping up in all the business magazines and newspapers. And fax numbers are fast becoming a status symbol on your business card — the smaller the business, the better.

In 1985, 157,000 faxes were sold at a grand sum of $500 million, says Dataquest, Inc., a San Jose, Calif., high-tech marketing-research firm. Last year, almost 500,000 units were sold at what some value a $1 billion market. Fax associations and directories are

INTRODUCING
THE LITTLE BIG FAX.
THE AGE OF THE HOME OFFICE HAS FINALLY ARRIVED
LASER FAXABILITY!
Canon

Print remains the dominant ad medium in current advertising efforts for fax entries.

> “Because it's new, the fax market is not a market-share situation yet.”

William Marks
Toshiba account director, Foote, Cone & Belding

springing up in support of this new small-office fad. Junk mail delivered by fax is already a nagging problem.

The installed base of fax is still miniscule at under one million units, but manufacturers are jumping on a sure thing before it gets away from them. From less than 15 manufacturers in 1985, the fax industry now has swelled to over 35 vendors who are crowding in with everything from portables to fax peripherals for computers. Even the personal fax's grandfather, the huge, high-volume office facsimile, is getting new features like laser printers and plain (instead of slick) paper.

But the market frenzy is taking its toll. Facing overcrowded conditions and seeing prices slashed to the bone, many companies are beginning to target a section of the industry with an aggressive marketing strategy. Some are raising prices on their higher-end machines, leaving the low end to other players. As Julie Weiss, an analyst at Dataquest, puts it, “The shotgun-marketing approach is coming to an end.”

Adds Jane Pirani, an analyst with CAP International, a market-research and consulting firm located in Marshfield, Mass., “Fax took off almost in spite of itself because of its price and also word-of-mouth. No company was as strong a marketer or advertiser as it should have been.”

The top four manufacturers spent only about $7.4 million last year on advertising, or two thirds of the industry total, according to Leading National Advertisers (LNA). And though sales to the growing number of people working at home look promising, vendors seem to be waiting for a real consumer name to legitimize that market, says Weiss. Complains Raymond Navarrete, personal- and home-electronics buyer at New York's Crazy Eddie's retail chain, “I don't think the manufacturers fully implemented an advertising program to tell the consumer about fax. I don't think they fully grasp yet where this market could go.”

Indeed, the public's sudden obsession with high-speed, over-the-phone-line transmission of copies caught manufacturers off guard. What happened was the arrival of new, user-friendly technology along with a rather hefty price drop. Ten years ago, the office fax machine cost a budget-wrecking $7,500 to $10,000 and took an interminable three minutes to send one page. In the early 1980s, a few Japanese manufacturers introduced advanced circuitry that reduced the size of fax machines and dropped the price to as low as $800.

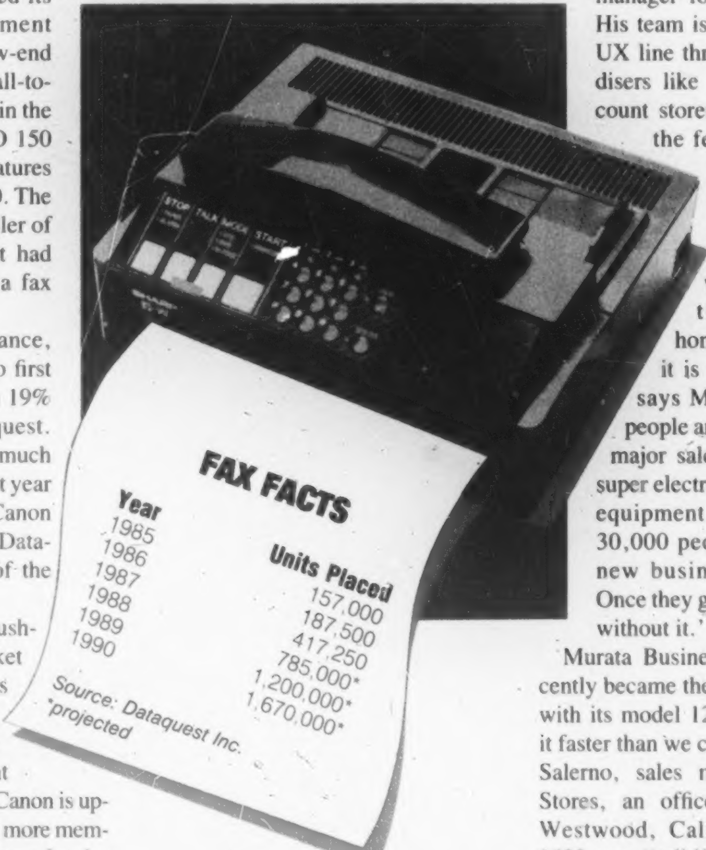
“In this day and age, people want it now, not next week,” explains Jon Plet, manager of advertising and public relations for the Panafax Corp., the Matsushita Electric Corp. of America division. Plet, whose company markets a full line of fax machines, says he finds the fax indispensable when dealing with his own advertising agency. He can approve or make quick changes on layouts and copy merely by sending pages of graphics or print via the telephone line to a fax machine in his agency's office. “It comes down to volume,” he says. “You send one document from Los Angeles to New York a week, and it costs $9.50 or $10 by Federal Express — or one minute by phone for fax, plus the tax advantage of owning the equipment.”

Wide distribution has been the key to early success. The Ricoh Corporation, one of the companies that created and developed the modernized fax, quickly reigned as market leader in the early '80s, selling $4,000 faxes to medium and large offices via its direct salesforce. Canon shook up the industry by pioneering the lower-priced fax in 1986 and targeting the small business and home-office user. It distributed its $1,995 Faxphone 10 model to electronic outlets like The Sharper Image, as well as office-equipment dealers like Sears Business Centers.

But the home office was not ready for the fax at that price. Last year, Sharp Electronics Corp. blanketed its very strong office-equipment dealer network with two low-end machines aimed at the small-to-medium-size office. Priced in the same $2,000 range, the FO 150 and FO 210 offered more features than the Canon Faxphone 10. The FO 210 became the best-seller of the year as businesses that had never been able to afford a fax snapped them up.

Thanks to that performance, Sharp jumped from sixth to first place in the industry with a 19% share, according to Dataquest. Despite spending twice as much as its closest competitors last year (based on LNA figures), Canon remains in third place in Dataquest's tally with 11.5% of the volume.

Now manufacturers are pushing into this low-end market with new products, such as late-comers Olivetti and Olympia, which are filling out their office-equipment lines with faxes. Meantime, Canon is upgrading its Faxphone 10 with more memory for delayed transmission, for instance. In August, the company plans to unveil the Faxphone 25, with 16 shades of grey for better picture copying.



FAX FACTS

Year	Units Placed
1985	157,000
1986	187,500
1987	417,250
1988	785,000*
1989	1,200,000*
1990	1,670,000*

Source: Dataquest Inc.
*projected

Some companies are clearly more aggressive than others. Toshiba America, Inc., which formerly made faxes for other company labels, spent almost as much money as some industry leaders on ads last year, says Eric Doescher, account supervisor at Sharp's agency, Stevens & Buchsbaum in New York. "They and Panafax will probably be strong players in 1988. Ricoh [currently the second-largest seller] is not as aggressive as the others, considering its former leading position. And if faxes get below $500, you will see a different level of player, like a Brother, which does well at those price points," he predicts.

Fujitsu, Xerox, Pitney Bowes, NEC and others are slugging it out on the high end, trying to get high-volume fax users to upgrade to laser printers or regular paper. Almost all of their efforts are through direct salesforce visits to major corporations, many of which may be interested in setting up networks or hubs. Xerox, which just expanded its Japanese-made line into the low end, is leading the drive to plain-paper fax. So far, the market for these $8,000-and-over machines is slow. Pitney Bowes, fourth in sales volume this year, created a fax that interfaces with a computer. The company also differentiates itself by focusing on leasing and rentals.

At the same time, the industry leaders are targeting the home office with new rock-bottom-priced fax models. In general, these so-called personal faxes don't have high-volume features like automatic page feeders or the ability to speed-dial many locations. Canon introduced a bare-bones Faxphone 8 last month, priced at $1,295 — "a plain-vanilla model," says Joseph C. Casciana, marketing assistant at Canon USA Inc., Lake Success, New York. "We are trying to target the newcomer, the person who works at home and needs a quick way to send and receive documents."

Sharp created a new division to market personal faxes to the home last year, says Dennis McLaughlin, national sales manager for copiers and faxes. His team is selling a low-priced UX line through mass merchandisers like department and discount stores. Its newest model, the few-featured UX 50, retails for only $999.

"There are 23 million people working part- or full-time out of their homes, and that's where it is all funnelling into," says McLaughlin. "These people are not called on by the major salesforces. They go to super electronics stores or office-equipment distributors. Up to 30,000 people are opening up new businesses each month. Once they get a fax, they can't do without it."

Murata Business Systems, Inc. recently became the low-low end darling with its model 1200. "We are selling it faster than we can get it," says Chris Salerno, sales manager at Freeway Stores, an office-machine dealer in Westwood, Calif. Murata's model 1600 can "talk" to older-technology machines, unlike most in the bare-bones segment. It also features an over-the-phone diagnostic capability. "They're really trying to capture that low end of the market," says Salerno. "Sharp sales have all but halted since we got Murata."

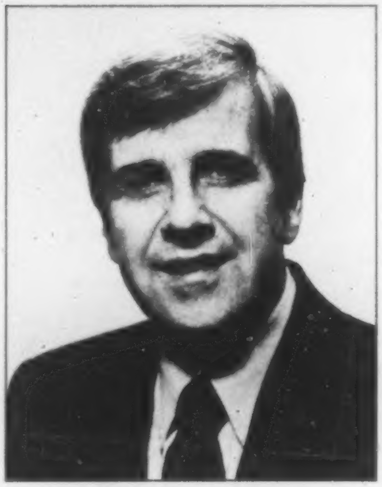
Many retailers think fax prices will drop much farther, with the machines becoming as affordable as telephones or answering machines. In fact, some believe the next wave of telephone-answering machines will include faxes. The players are at least in place. Panasonic is retailing a home-office fax through its retail telephone division. The KX-F 120 sells for $1,395. Brother, Toshiba, Pactel and Northwestern Bell are expected to be strong players in this low-price segment.

Some dealers, however, are angry because after years of hard work, they are suddenly competing against discount houses in the vendors' struggle to gain wide distribution. Freeway Stores, which had been selling the Murata 1200 for $1,245, was forced recently to drop the price to $849 to match local discounters. Many vendors try to separate their lines, giving retailers the low-low-end machines and dealers the option to carry these inexpensive models along with their small-office machines. Other dealers like Ricoh and Fujitsu delayed entry into the home market entirely to minimize conflict.

But sources note that unauthorized dealers are getting both lines and the pricing competition is dog-eat-dog. "There's a real shakedown in pricing now," says Salerno, who adds that a lot of these dealers do not provide service. A 25% markdown on suggested retail is common, say dealers, and a 5% profit is not unreal.

As the industry targets the end-user, however, corporate advertising is becoming more visible. "Ad support will be an important factor," says Sharp's McLaughlin. "Fax are like the VCRs or microwaves of yesteryear."

Ironically, it was Federal Express, the courier service that stands to lose business because of fax machines, that first advertised fax to the consumer in 1984. Tv ads pushed ZapMail, their two-year-old service that delivered faxed information between customers. ZapMail failed, says a Federal Express spokesman, because the very sophisticated machines made it too uneconomical for the slow volume. "We like to think we were ahead of our time," the spokesman deadpans.



> “Some 23 million people work full- or part-time in their homes.”
>
> *Dennis McLaughlin*
> *National sales manager,*
> *Sharp Electronics Corp.*

Advertising fax is still so new that the industry is split on whether to stress broad benefits or focus on features. Sharp's consumer unit, which is considering placing ads on the Financial News Network, pitches its UX line as a fax, a phone and a copier with an unusual flat-bed screen for duplication from books. Fax machines also play a part in Sharp's current $12 million corporate campaign. Canon uses *Business Week* and the *Wall Street Journal* to stress its features. Most everyone, however, avoids using high technology in their ads. "It could be dangerous because it could turn the reader off," warns Panafax's Jon Plet.

Media is mostly print, but ads are moving gradually from trade publications like *Modern Office Technology* to consumer books like *Business Week*, *Inc.*, *Money* and in-flight magazines. Toshiba has used demographic editions of *Newsweek* and *Time* with some good results. "We try to focus on the primary benefit — speed," says William Marks, account director at Foote, Cone & Belding in Los Angeles. "A lot of the companies are concentrating on features." Toshiba's ad is a diagram of a toy wagon with the copy, "This wagon crossed the Rockies in seconds." The target reader is the executive who might use the fax, called "the category recommender," not the office-equipment purchaser, says Marks.

Sharp's business unit agrees that the industry is too new for ads stressing features to work. "That assumes a certain

SHOES
FLOWERS
PAINT
SWEETS
BOOKS

Kiwanis Magazine Can Increase Your Coverage Of Small Business

KIWANIS magazine delivers a unique, quality audience of top executives, small business, professional and community leaders.

Median Company size is 36 employees.*

79.3% make purchasing decisions/have purchasing influence for their firms.
50.4% for computer hardware/software/services
44.6% for copiers/duplicating equipment
51.4% telephone/telecommunications
58.9% office supplies/typewriters/furniture
40.0% word processing equipment/services

*Source: A.C.M.S., 6/87 "Readers in Business"
Complete Subscriber Study Report available upon request

For additional information, call or write:
Advertising Dept., Kiwanis International, 3636 Woodview Trace, Indianapolis, IN 46268
Phone: 317/875-8755 Telex: TWX 810-341-3471 FAX: 317/879-0204

Ad budgets are on the rise to support the marketers' fax entries in the still-new market.

basic knowledge, and the level of basic knowledge is very small right now," says Doescher of Stevens & Buchsbaum.

Very few ads are breakthrough ads like those that pitched a once unknown machine from Apple Computer into everyday life. Pitney Bowes, through New York agency Venet and a considerable ad budget, tries to use humor to differentiate its product and sell itself as "First in Fax." In 1986, it started its series of animal ads, focusing on frustrated businessmen with offices full of crocodiles, puppies or geese. Sample copy goes "If you ordered clocks and you got crocs . . . you need Pitney Bowes fax." The company, which only sells through its direct salesforce, nevertheless has had good luck experimenting with unconventional media, says Kathleen Ryan, manager of marketing programs. Pitney Bowes used vertical market publications like *ArtNews* and test-marketed ads on cable networks, including CNN, ESPN and the Discovery Channel. Now they are experimenting with radio and local newspapers.

Some companies are merely trying to get their name better recognized in the fray. Newcomer Fujitsu, "The best kept secret in the United States," laughs Bill Reeves, director of product marketing, is trying to get across its company's strong computer and high technology background. Its ads stress service and support, like the profile ad in the business magazines that explained "How Fujitsu's man in Danbury keeps them coming back for more." It plans a much higher print presence next fall and a possible sporting-event sponsorship.

Ad budgets are sure to rise. "Because of its newness, the fax market is not a market-share situation yet," says FCB's Marks. "We and our competitors are just increasing our ad budgets to make sure our share of voice is in line with our goals."

No one knows for sure how far is up. Jane Pirani of CAP International predicts that as prices of the fax drop, more and more will have to be sold to keep revenues growing. "At the low prices, it is getting more difficult to make money," she says. Weiss at Dataquest, however, believes that should someone like a Phonemate get into the lower end of the market and drop prices to $500, "there's no stopping the growth." ■

If arthritis is just minor aches and pains, why is it the number one crippling disease in America?

There's nothing minor about arthritis. It hurts and cripples more Americans than any other disease. It affects one in every seven people, one in every three families. And every year the debilitating effects of arthritis drain the American economy of over 14 billion dollars.

Something should be done about arthritis.

Something is being done about arthritis.

The Arthritis Foundation is the only voluntary health organization fighting arthritis on every front. We sponsor research, self-help programs, and education for medical professionals and the public.

We need your help.

Contact your local chapter or write: Arthritis Foundation, Department A, P.O. Box 19000, Atlanta, GA 30326.

IT'S TIME WE TOOK ARTHRITIS SERIOUSLY. ARTHRITIS FOUNDATION

AGENCY SERVICES: A SHOPPER'S GUIDE

FULL-SERVICE SATISFACTION

We at Ford Parts and Service Division believe that a full-service agency serves our purposes and objectives very well.

The full-service agency has a number of advantages. Specifically, it provides us with a sense of partnership and a cohesive strategy and execution that would not be present if we were to diversify and use different companies for creative, buying, etc. With the full-service agency, we believe communications are improved and egos are reduced. The right hand knows what the left hand is doing, and there is no subsidiary stigma among separate companies. This is accomplished efficiently with agency personnel who become our marketing partners.

These marketing partners become thoroughly absorbed in our business (due to the confidential nature of business, being able to limit the number of people involved is also an advantage) and are able to anticipate our requirements, make concise recommendations and develop initiatives across disciplines that would not be possible with separate companies.

It is almost an intangible feeling, but the full-service agency does provide a sense of continuity beyond the establishment of strategy and execution of the creative. There is a sense of commitment to our total organization and the entire scope of our marketing activities. It is a given that the parts all form a program. It is part of their responsibility, as well as ours, to approach business that way.

A full-service agency also enables us to focus on doing versus talking or explaining. The complexity of our business requires particularly efficient communications, while the demands of our business don't give us a great deal of time to spend on internal communications. The full-service agency accepts the responsibility as our partner to reinforce and execute our plans and strategies in this environment, and they execute effectively due to their familiarity with our business. The agency briefs its separate departments, saving our department valuable time.

Our full-service agency has also moved beyond just advertising and provides additional capabilities that help us take full advantage of new developments and changes in an imaginative and coordinated manner. It is in a very effective position to absorb these new developments across their different departments, evaluate them for our purposes and recast them into intrinsic plans and recommendations in a very timely fashion. It is very adaptable as our environment changes, and such comprehensiveness and broad understanding equals added value for us.

In net, our particular business operates at its highest efficiency when we are working with a full-service advertising partner.

Al E. White is the advertising and sales-promotion manager for the parts and service division of the Ford Motor Company. Current agency is Ogilvy & Mather.

OUR READERS TELL US. . .

In a random poll of client-side readers, conducted by Research USA, Chicago, nine in 10 respondents report their agencies offer support services, but these marketers are split on whether one-stop shopping offers any advantages. (Base = 110, unless otherwise indicated)

1. Does your advertising agency offer any ancillary marketing services, such as sales promotion, direct marketing or public relations?

Yes	91.8%
No	8.2%

If "Yes," which of the following are offered by your agency? (Check all that apply.)

Sales Promotion	77.2%
Marketing Research	77.2%
Public Relations	68.3%
Direct Marketing	65.3%
Management Consulting	25.7%
None of these	0

Base = 101

2. Which of these services is most

MULTIPLE-OPTION OPPORTUNITIES

For some time, full-service advertising agencies have offered support services to their clients — public relations, direct marketing, yellow-pages advertising, event marketing, sales promotion, etc. The trend to "selling" these services through subsidiary units or stand-alone associated agencies is increasing. Consolidated resources — "one-stop shopping" — can offer considerable advantages to those clients who, for example, seek totally integrated communications programs or wish to maximize their agency position by consolidating budgets. But for those who generate and manage non-advertising marketing-communications activity internally, using a range of independent "suppliers" can offer real advantages.

First, the option offers flexibility, allowing the client to utilize any combination of resources that is appropriate to meet the challenge and to get a fresh and different perspective from each.

Second, it offers "niche" experience to provide specific expertise to market in, for example, a new distribution channel or new product category. A knowledgeable expert can help you find that unique idea, specialized tactic or innovative combination of traditional activities that works.

Third, there are efficiencies. Using independent resources can often be more cost efficient and time efficient.

Fourth, there is specific expertise to fill in the gaps of experience, like sports marketing, that you and your advertising agency's resources lack. Many advertising agencies do not have the broad range of experts needed to meet every challenge. Full service doesn't necessarily mean total service.

Finally, shopping around offers the choice to utilize resources on a project basis, contractual basis or any combination.

The objective of utilizing outside resources is to help you build the highest level of quality, creativity and effectiveness into your marketing-communications programs. For many companies, "multi-stop shopping" can be the better alternative.

Elizabeth A. McMahon is manager of corporate marketing communications for 3M.

beneficial to your firm? (Check all that apply.)

Marketing Research	46.3%
Sales Promotion	43.6%
Direct Marketing	32.7%
Public Relations	32.7%
Management Consulting	12.7%
None of these	10.9%

How often does your firm use these services?

Always	8.2%
Frequently	45.5%
Sometimes	24.5%
Rarely	13.6%
Never	5.5%
No Answer	2.7%

4. Does one-stop shopping for these services save your firm money?

Yes	35.5%
No	59.0%
No Answer	5.5%

5. Do you feel it is better to go outside the agency and solicit services on a deal-by-deal basis?

Yes	53.7%
No	43.6%
No Answer	2.7%

6. Do you feel that agencies that do not offer these services will be left behind?

Yes	45.5%
No	51.8%
No Answer	2.7%

7. Do you believe that the trend of packaging services will heighten conflict of interest between clients?

Yes	30.0%
No	64.5%
No Answer	5.5%

SALES PROMOTION

by Russ Bowman

1987: THE YEAR IN PROMOTION

While very few segments of the marketing spectrum actually declined in 1987, many experienced reduced annual growth ('87 versus '86) compared to their usual track record. Total advertising expenditures increased by 7.4%, according to McCann-Erickson's annual report, prepared by senior vice president Robert Coen. And although sales promotion's rate of growth was somewhat greater than that of advertising, promotion's 9% growth for '87 was considerably less than its recent growth history. (It is important to note that the slower year of promotional growth was atypically affected by the decline in expenditures for meetings and conventions −4% in 1987. An expenditure comparison of 1987 with 1986 without the meetings-and-conventions category shows promotion ahead by 14%.)

Of interest to consumer product/service companies is the very low rate of increase, and in one case decline, for those media segments funded by national brand/service budgets. Specifically, network tv was up only 1.9%, women's magazines up only 1.3%, national newspaper space up by 3.5% and spot radio down by 1.3% in 1987.

One theory is that the higher ad revenue growth for some regional/local advertising is the result of manufacturers shifting budgets to local/regional space/time. Local advertising in news-

A

	1987		
ADVERTISING	$(000,000)	% OF TOTAL	+ % vs. 86
Television	$22,470	36%	+ 6%
Radio	7,061	11%	+ 4%
Business Publications	2,458	4%	+ 3%
Consumer Magazines	5,047	8%	+ 5%
Newspapers	24,318	39%	+ 11%
Farm Publications	196	0%	+ 2%
Outdoor	1,025	2%	+ 4%
TOTAL	$62,575	100%	+ 7%
SALES PROMOTION			
Direct Mail	$19,611	17%	+ 14%
POP/Display	15,696	14%	+ 18%
Premiums & Incentives ***	15,588	14%	+ 11%
Meetings & Conventions	32,869	28%	− 4%
Trade Shows & Exhibits	6,704	6%	+ 8%
Promotional Advertising	9,420	8%	+ 17%
Print/AV/Misc.	10,826	9%	+ 16%
Coupon Redemption	5,086	4%	+ 12%
TOTAL	$115,800	100%	+ 9%
GRAND TOTAL	$178,375		+ 8%

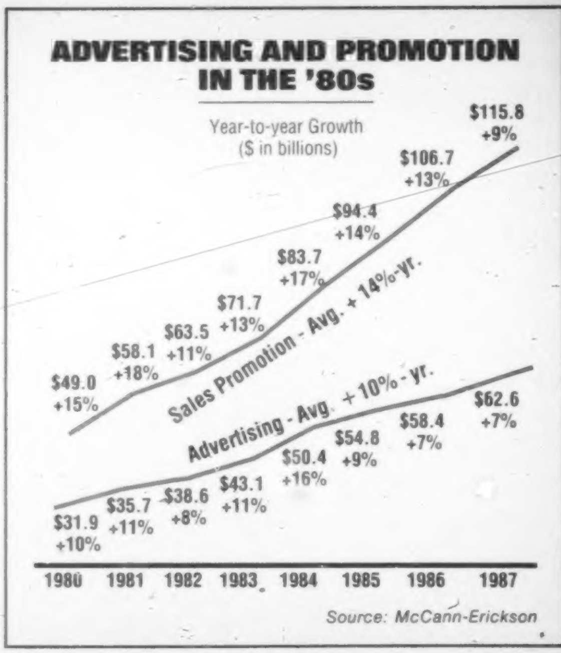
* Actual calculation — less than 1% — 1% used to round-off

** Less than 1% growth

*** Includes Sweepstakes & Contests

Source: McCann-Erickson; Promotion Databank; Russ Bowman

B



ADVERTISING AND PROMOTION IN THE '80s

Source: McCann-Erickson

papers, for example, grew to $25.9 billion in '87, a growth of 9.8%.

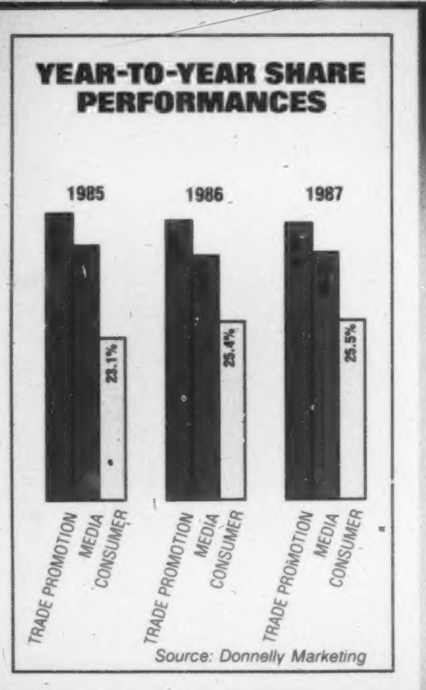
Donnelley Marketing's annual "Survey of Promotional Practices" shows, overall, consumer promotions gaining share, media expenditures growing slightly and trade promotion experiencing a decline. When firms with over $1 billion in annual sales volume are broken out, however, they show promotion in general growing at the expense of media advertising (see Charts C and D).

Donnelley's survey also keeps an eye on trends in the use of various promotion techniques. In this case, the three-year figures showing percent of companies that say they use different techniques indicates an upward trend for coupons and a corresponding decline for sweepstakes and contests. (See Chart E.)

One of the largest segments of the promotional arena that had been included consistently over the years in this report is meetings and conventions, as analyzed by *Meetings & Conventions* magazine's research department. Although the number of meetings and conventions increased from 903,740 in 1985 to 1,001,600 in 1987 (+11%), expenditures declined to $32.8 billion in 1987, due at least in part to more aggressive negotiating with hotels and suppliers by meeting planners. Additionally, a decline in expenditures is a result of many companies attending about the same number of conventions, but sending fewer delegates. Spouse attendance also has dropped, from 5.6 million in 1985 to 4.8 million in 1987.

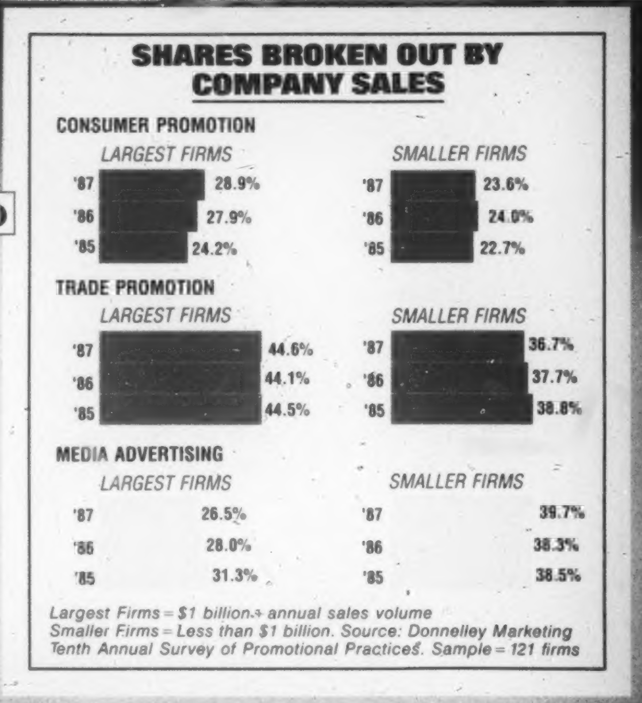
ILLUSTRATIONS BY JENNY ADAMS

C



Source: Donnelly Marketing

D



Largest Firms = $1 billion+ annual sales volume
Smaller Firms = Less than $1 billion. Source: Donnelley Marketing Tenth Annual Survey of Promotional Practices. Sample = 121 firms

Couponing reported its lowest year-to-year distribution growth in years during 1987 (+6%), although due to increases in servicing costs and increased face values, expenditures for redemption, handling and related costs were up to slightly to over $5 billion.

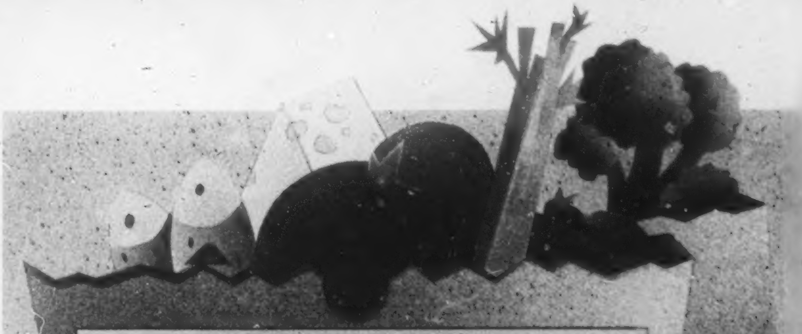
The slower growth in total coupons distributed can be explained in two ways: First the surge in couponing due to new companies and even new industries (i.e., fast food) getting on the bandwagon has now declined; and second, there is a trend to more selective, better targeted couponing (fewer coupons distributed to better prospects). Couponers may well be placing more emphasis on quality over quantity (see "Sales Promotion," June 1988, pg. 152). Once again, free-standing inserts (FSIs) dominated the couponing stream, with 73% of all coupons distributed in 1987.

Premiums and incentives (which include sweepstakes and contests in this report) increased in 1987, according to both this report's analysis and the annual report by *Incentive Marketing*. The magazine reports total expenditures for 1987 (see Chart H) were 6.3% over 1986, as compared to a 2.9% growth over 1985. Significantly, one of the key growth categories in the premium field seems to be consumer premiums. After a flat year in 1986 (+1.6% over 1985), consumer premiums increased to $3.9 billion in 1987 (+6.5% over '86).

Industries with greater growth in incentive spending than the overall 6.3% average included toiletries and cosmetics, auto parts and tires, electronics, petroleum products and beer/soft drinks.

The point-of-purchase business continues to gain as the balance of power shifts more and more toward the retailer. Considering the struggle for new product shelf space and the documented increases in impulse purchases (including brand purchase decisions that are made right in the store), it's not surprising that product and promotion managers are spending more of their time and money on better material and placement at "point-of-sale." The Point of Purchase Advertising Institute (POPAI) estimates their industry's expenditures increased by 17-18% in 1987, not quite as great a gain as the +20% reported last year (1986 over 1985) but still very healthy growth by any measure. POPAI's purchase-decision survey shows total in-store decisions slightly greater in 1986 versus their original study in 1977 (66.1% versus 64.8%). However, the percent of unplanned or impulse purchases in the more recent study was significantly higher than POPAI's 1977 study (53% versus 47%).

As reported in last year's annual study, the fastest growing category of point-of-purchase may well be the contracted in-store advertising group of established and emerging companies.



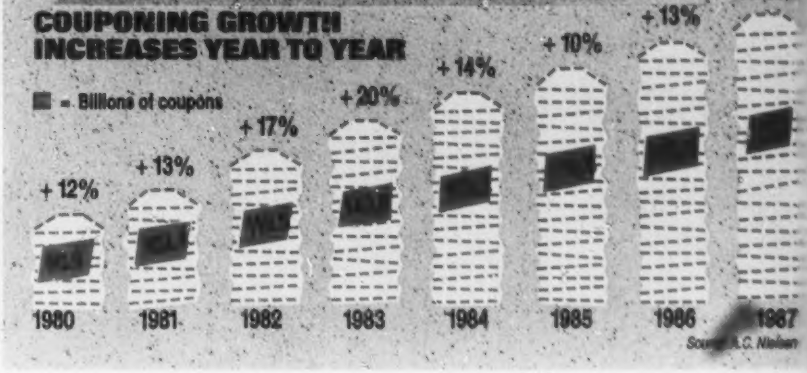
CONSUMER-PROMOTION SCORECARD

3-Year comparison of usage levels

Type of Promotion	1987	1986	1985
	Percent of respondents who used each option		
1. Couponing Consumer Direct	96%	91%	93%
2. Money-back offers/cash refunds	87	85	85
3. Premium offers	74	58	79
4. Sampling new products	71	64	77
5. Cents-off promotions	69	70	78
6. Sweepstakes	66	72	77
7. Sampling established products	65	57	76
8. Couponing in retailers' ads	57	45	56
9. Pre-priced shippers	56	58	70
10. Contests	38	40	55

Source: Donnelley Marketing Annual Surveys of Promotional Practices for 1985, 1986, 1987. Sample = 121 firms

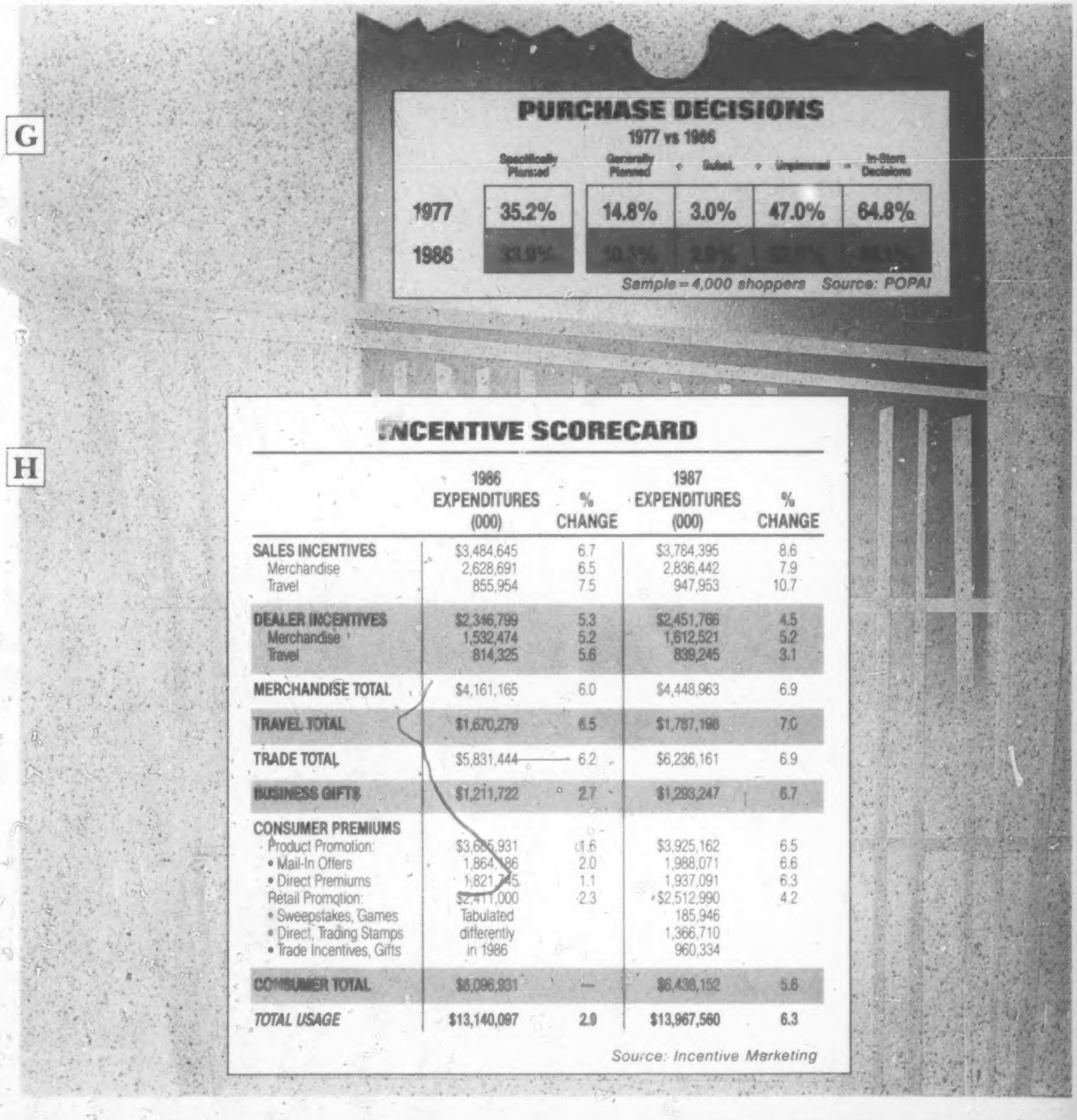
COUPONING GROWTH INCREASES YEAR TO YEAR



Source: A.C. Nielsen

Act Media, which established shopping carts as a new national medium, now has some competition from Stratmedia offering ads on shopping carts in mass merchandisers such as K mart and chain drug stores, from Stratmar Systems in Port Chester, N.Y. And POP Radio continues to gain presence in food stores, adding to their well-established footholds in drug outlets. Now a Canadian firm, POPMedia, plans to introduce large electronic, computerized LED signs in American supermarkets in 1989 and will offer "time" on the signs' system to national advertisers. The signs display light, graphics and motion.

In summary, the future trends in marketing appear to be following the now established path of greater emphasis on promotion over advertising in the traditional sense. Herb Baum, president of Campbell's Soup USA, summed it up in a keynote speech at the PMAA's annual update this year by stating, "Promotion has as many creative applications as advertising. If executed properly and consistently with basic positioning of various products," Baum went on to say, "promotion will continue the trend of commanding larger shares of the marketing dollar."



G

PURCHASE DECISIONS

1977 vs 1986

	Specifically Planned	Generally Planned +	Subst. +	Unplanned =	In-Store Decisions
1977	35.2%	14.8%	3.0%	47.0%	64.8%
1986	33.9%	10.5%	2.9%	[illegible]	[illegible]

Sample = 4,000 shoppers Source: POPAI

H

INCENTIVE SCORECARD

	1986 EXPENDITURES (000)	% CHANGE	1987 EXPENDITURES (000)	% CHANGE
SALES INCENTIVES	$3,484,645	6.7	$3,784,395	8.6
Merchandise	2,628,691	6.5	2,836,442	7.9
Travel	855,954	7.5	947,953	10.7
DEALER INCENTIVES	$2,346,799	5.3	$2,451,766	4.5
Merchandise	1,532,474	5.2	1,612,521	5.2
Travel	814,325	5.6	839,245	3.1
MERCHANDISE TOTAL	$4,161,165	6.0	$4,448,963	6.9
TRAVEL TOTAL	$1,670,279	6.5	$1,787,198	7.0
TRADE TOTAL	$5,831,444	6.2	$6,236,161	6.9
BUSINESS GIFTS	$1,211,722	2.7	$1,293,247	6.7
CONSUMER PREMIUMS				
Product Promotion:	$3,685,931	1.6	$3,925,162	6.5
• Mail-In Offers	1,864,186	2.0	1,988,071	6.6
• Direct Premiums	1,821,745	1.1	1,937,091	6.3
Retail Promotion:	$2,411,000	2.3	$2,512,990	4.2
• Sweepstakes, Games	Tabulated differently in 1986		185,946	
• Direct, Trading Stamps			1,366,710	
• Trade Incentives, Gifts			960,334	
CONSUMER TOTAL	$6,096,931	—	$6,438,152	5.6
TOTAL USAGE	$13,140,097	2.9	$13,967,560	6.3

Source: Incentive Marketing

ECONOMIC EYE

VCR PLAYBACK

Nielsen Media Research's VCR Activity Report for April 1988 shows VCR households had their sets on less than one-half hour more per week in prime time than non-VCR homes. Nielsen's February playback report, meanwhile, found 40% of recording and 25% of playback takes place in this time period.

MAGAZINE AD SCORECARD	Ad Pages May 1988	% change from May 1987	Dollars spent (000)	% change from May 1987
1. Skin Care, Creams, Lotions and Oils	93.92	−39.7%	$ 3,237.7	−38.4%
2. Lip and Eye Beauty Products	125.99	+75.0	5,499.5	+108.8
3. Scents and Fragrances	334.19	+18.2	9,761.1	+25.4
4. Facial Makeup Products	89.0	−7.6	3,871.4	+29.9
5. Prepared Dinners and Entrees (including Pizza)	28.49	−19.9	1,577.5	−25.2
6. Liquor	393.72	+21.1	18,382.8	+35.8
7. Cigarettes	712.24	+11.9	33,908.0	+11.9
8. Soaps and Detergents	59.96	+51.7	3,640.5	+58.1
9. Passenger Cars, Domestic	535.32	+15.7	7,088.1	+22.5
10. Passenger Cars, Imported	642.43	+37.1	28,963.5	+37.2

Source: Publishers Information Bureau as prepared by Leading National Advertisers

MEDIA COST INDEX

1985 = 100	1987										1988					
	Aug.	% change	Sept.	% change	Oct.	% change	Nov.	% change	Dec.	% change	Jan.	% change	Feb.	% change	March	% change
Network TV																
Daytime	85	−11	83	−11	97	−6	91	−8	82	−4	92	0	80	−7	82	−7
Nighttime	113	+5	106	−0	110	+6	115	+8	111	+2	112	+5	148	+41	113	+13
Spot TV																
Prime time	126	+4	124	+18	123	+3	123	+6	123	+6	128	−1	130	−2	115	−12
Daytime	117	+7	102	+3	112	+2	113	+2	105	±0	123	−5	108	±0	98	−9
Network radio	104	−1	106	+2	122	+6	112	+6	106	+6	147	+6	129	−7	121	−4
Spot radio	103	+5					112	+9					106	+3		
Consumer magazines	109	+3	109	+3	109	+3	111	+4	113	+5	114	+5	115	+5	115	+4
Natl. Sunday mags	113	+7	118	+14	106	+12	106	+12	106	+12	117	+13	116	+13	116	+13
Business publications	111	+5	111	+4	112	+5	113	+5	113	+5	117	+5	117	+5	117	+5
Newspapers	115	+7	115	+7	115	+6	115	+6	116	+7	124	+7	124	+7	116	+7
Outdoor	114	+6	114	+6	118	+12	118	+12	118	+12	123	+11	123	+11	123	+11

Notes: Percentage shown is relative change from the same month/period the year before.

Sources:

Nighttime Network TV—Cost per average 30-second spot, 7:30-11 p.m. Monday-Saturday and 7-11 p.m. Sunday from Broadcast Advertisers Reports' (BAR) Network TV Service.

Daytime Network TV—Cost per average 30-second spot, 10 a.m.-4:30 p.m. Monday-Friday from BAR's Network TV Service.

Network Radio—Cost per average 30-second radio announcement from BAR's Network Radio Service.

Consumer Magazines estimate based on reported SRDS cost of a page, four-color in 40 national consumer magazines, as reported by Magazine Publishers Assn.

National Sunday Mags estimate based on published (rate cards) costs of a page, four-color in the national entries.

Daily Newspapers estimate based on Newspaper Advertising Bureau report of SRDS costs per column inch of a sample of 784 newspapers weighted to represent the universe.

Outdoor Posters based on estimate prepared by Institute of Outdoor Advertising.

Spot Radio index represents cost of a 60-second spot in the top 100 markets from data supplied to Radio Expenditure Reports by major radio representatives.

Business Publications estimate based on reported SRDS cost of a page, four-color in 48 publications representing 42 business and professional classifications.